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The American PERFUMER

COSMETICS · TOILET PREPARATIONS

WIRZ WAX-LINED TUBES

... Combat Corrosion and Seepage

If you are having trouble with corrosion and seepage, don't overlook the high corrosion resistance of Wirz Wax-Lined Tubes. While they are not a cure-all, their advantages are so great they are well worth a test, especially where milk of magnesia is an ingredient. Since our first announcement that we were equipped to supply Wirz Wax-Lined Tubes, many manufacturers have made tests and are now specifying Wirz Wax-Lined Tubes to protect product, package and good will.

Send for samples and test Wirz Wax-Lined Tubes yourself . . . our Research Department will gladly cooperate with you.

COLLAPSIBLE METAL TUBES
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Established 1836
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7460

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VIDAL-CHARVET, a name commanding the greatest respect in the field of de luxe perfume specialties. A V-C product has all the delicacy and richness expected in a French type specialty, yet it is adapted by American ingenuity to the tempo and requirements of the domestic scene. We solicit your inquiries on any perfuming problem you may have. It is certain that one of the Vidal-Charvet specialties will happily provide the exact answer to your perfuming problems.

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THE World's finest Sandalwood—Santalum Album (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

There is no satisfactory substitute for the perfume value imparted by Genuine Mysore Sandalwood Oil.

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Most perfumers and soap manufacturers prefer to use natural products; due to uncontrolled supplies, prices often advance to such a point that they have to limit the use of natural products and use cheaper synthetic materials with varying success.

This situation will not develop in the case of genuine Mysore Sandalwood Oil. The Forest Department controls the cutting of trees in such an intelligent and farseeing manner that large or potentially large users of genuine Mysore Sandalwood Oil are assured adequate supplies at reasonable prices at all times.

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Distilled at our Linden, N. J., plant and offered only in original sealed and numbered containers.

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Established 1885

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LINALOOL { *from Cayenne Rosewood* / *from Brazilian Rosewood*

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It's a small world, when you consider how the far corners of it can be reached by a popular product. Look where you may, go where you will, Kimble Glass Vials are always in evidence as the unit containers for perfumes and pills, capsules and powders, photographic developers, egg dyes or any one of hundreds of universally used commodities.

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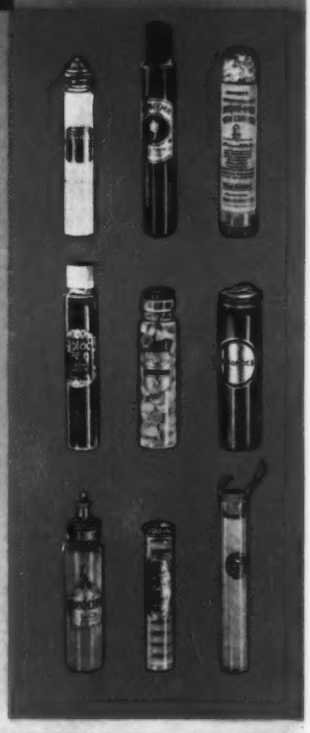

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No. 3 of a series showing the variety of Carr-Lowrey stock bottles suitable for drug, cosmetic and similar products.

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STYLE 338—Available in Ten Sizes

Capacity	Finish
1 dr.	425-13 mm.
2 dr.	425-13 mm.
4 dr.	425-15 mm.
1 oz.	415-18 mm.
2 oz.	415-18 mm.
4 oz.	415-22 mm.
6 oz.	415-22 mm.
8 oz.	415-22 mm.
12 oz.	415-24 mm.
16 oz.	415-24 mm.

STYLE 363—Available in Two Sizes

DESIGN PATENT 95,854

Capacity	Finish
½ oz.	425-15 mm.
1 oz.	425-15 mm.

STYLE 370 9 oz.* 410-24 mm.

DESIGN PATENT 98,859

STYLE B

8 oz. Bath Salts* 400-43 mm.

Sizes illustrated are underlined.

STYLE 357—Available in Seven Sizes

DESIGN PATENT 92,642

Capacity	Finish
½ oz.	425-13 mm.
1 oz.	425-15 mm.
2 oz.	410-20 mm.
3 oz.	410-20 mm.
4 oz.	410-20 mm.
6 oz.	410-20 mm.
8 oz.	410-22 mm.

STYLE L-325—Available in Two Sizes

Capacity	Finish
1 oz.	425-15 mm.
3 oz.	410-20 mm.

STYLE S-7 2¼ oz.* 410-20 mm.

STYLE 374 2 dr.* 425-10 mm.

STYLE 500 2 dr. 425-10 mm.

STYLE L-310 2 dr.* 425-10 mm.

* Not regularly carried in stock. Ask us for quotations.

STYLE 357

STYLES 370 B

CARR-LOWREY GLASS CO.

FACTORY AND MAIN OFFICE: BALTIMORE, MARYLAND

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STYLE 363

STYLES S-7 374

STYLES 500 L-310

STYLE L-325

This series of informal catalog pages is being published to facilitate your selection of the right stock bottle for your particular need. We suggest you file this page for future reference. New sizes are constantly being added to our line. If you want a size not listed for any style illustrated, ask us for price quotation on your requirements.

A
HAPPY AND PROSPEROUS
NEW YEAR
To All
AMERICAN PERFUMERS' LABORATORIES, Inc.
Makers of the World's Finest Cosmetics • Private Brands Exclusively
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May we

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A light and elusive variation of the ancient oriental character. This oil is suitable for use in the entire line of cosmetics.

$13 per lb.

CONTINENTAL PINK

A spicy, well rounded bouquet built around the sparkling carnation note. This may be used in perfume, toilet water, powders and lotions.

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MODISTE

A popular and lasting fragrance following the modern French trend. This scent is especially pleasing in powders and is also effective in perfume and toilet water.

$15 per lb.

TRIVOLITY

A gay new perfume style sweet, and subtle. This creation is ideal as a perfume and is also suitable as a powder, talc, toilet water and lotion odor.

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LIPSTICKS . . . CREAM ROUGES

(All indelible shades—
consistencies a la mode)

EYE SHADOWS . . . EYEBROW PENCILS

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permanently antiseptic

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ASEPTIPUFS are permanently antiseptic because our velours and wools are treated with antiseptics when manufactured. The puffs remains antiseptic throughout its life, or until washed. The inhibitory action is constant—*always* on the job battling Bacteria, protecting the reputation of your cosmetics. WRITE TODAY for literature and samples.

All our products are guaranteed for chemical purity.

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SELDOM a day passes that the world is not treated to some new and startling revelation of Science. Yesterday invisible glass opened the way to unlooked for advances in many fields. Today, for the first time, super-magnification brings matter's tiniest particle, the atom, within the range of man's vision. Tomorrow it will be something else—some discovery of no apparent significance, perhaps, to the individual, or one that may affect immediately millions of the earth's inhabitants.

Such is the way of Science and of the men and women whose energies and skill are being applied at this moment in laboratories the world over to problems which some day may shape and control the destinies of us all. . . . It is with confidence and hope, therefore, that we look upon our relatively modest efforts in the field of perfume and aromatic chemical research: Confident that such effort will keep our patrons' products in the forefront of quality, up-to-dateness and appeal; hopeful that its ultimate reward will be rich accomplishment for us all.

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- **GARDENIA #27**—A distinctive flower type for extracts, toilet waters and powders . . . $18.00 per lb.
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Gardenia

. . . A LASTING FAVORITE

ODOR fads may come and go but the popularity of gardenia goes on and on. Each year finds this compelling fragrance winning more devotees to the perfumes, toiletries and cosmetics in which it is used. For the manufacturer, therefore, who wants an assured market for his new product, gardenia is a wise and logical choice. For those, however, who seek a more original note, modified versions of gardenia provide a modern and ever popular appeal.

On the page opposite we list a group of six gardenia specialties. These were selected from among dozens of gardenia compositions developed in our laboratories to meet certain specific applications and costs. They are suggested here for their exceptional quality and value in connection with the uses recommended. Samples of these will be furnished gladly upon request. Obviously these few cannot meet every condition. In such cases we suggest that the manufacturers write our Special Perfume Division in full detail for recommendations that will meet their individual purposes and costs.

"Fragrance Creates Sales Appeal"

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TRY THESE LOW PRICED, ALL-PURPOSE PERFUME CONCENTRATES

THIS group of French type perfumes will enable manufacturers to bring to the American woman her favorite fragrance at a cost well within her means. All twelve of these concentrates have been made to sell for less than $10 per pound. They may be used in extracts, toilet waters and face powders, and in the popular pomade-type perfumes. Their low price is, by no means, a true reflection of their worth . . . as a trial will readily convince you. Send for a sample *today*.

GARDENIA # 8—An excellent reproduction of this popular flower.

BOUQUET # 128—A "lifting" Aldehyde type blended with Oak Moss and Orchid.

BOUQUET # 129—A modern, soft, flower type, characterized by Aldehydes.

BOUQUET # 130—A typical French bouquet, neither light nor heavy.

BOUQUET # 131—A light flower bouquet based on Ylang Ylang, Lilac and Muguet.

BOUQUET # 132—Orris, Labdanum and Jasmine bouquet—one of the most popular of the day.

BOUQUET # 133—A brilliant, light, flower perfume.

BOUQUET # 134—Sweet "precious wood" type.

BOUQUET # 135—Heavy Oriental type.

BOUQUET # 136—A modern version of the Oriental.

BOUQUET # 137—An outdoor type with peculiar green character.

BOUQUET # 138—An intensely sweet, persistent Oriental.

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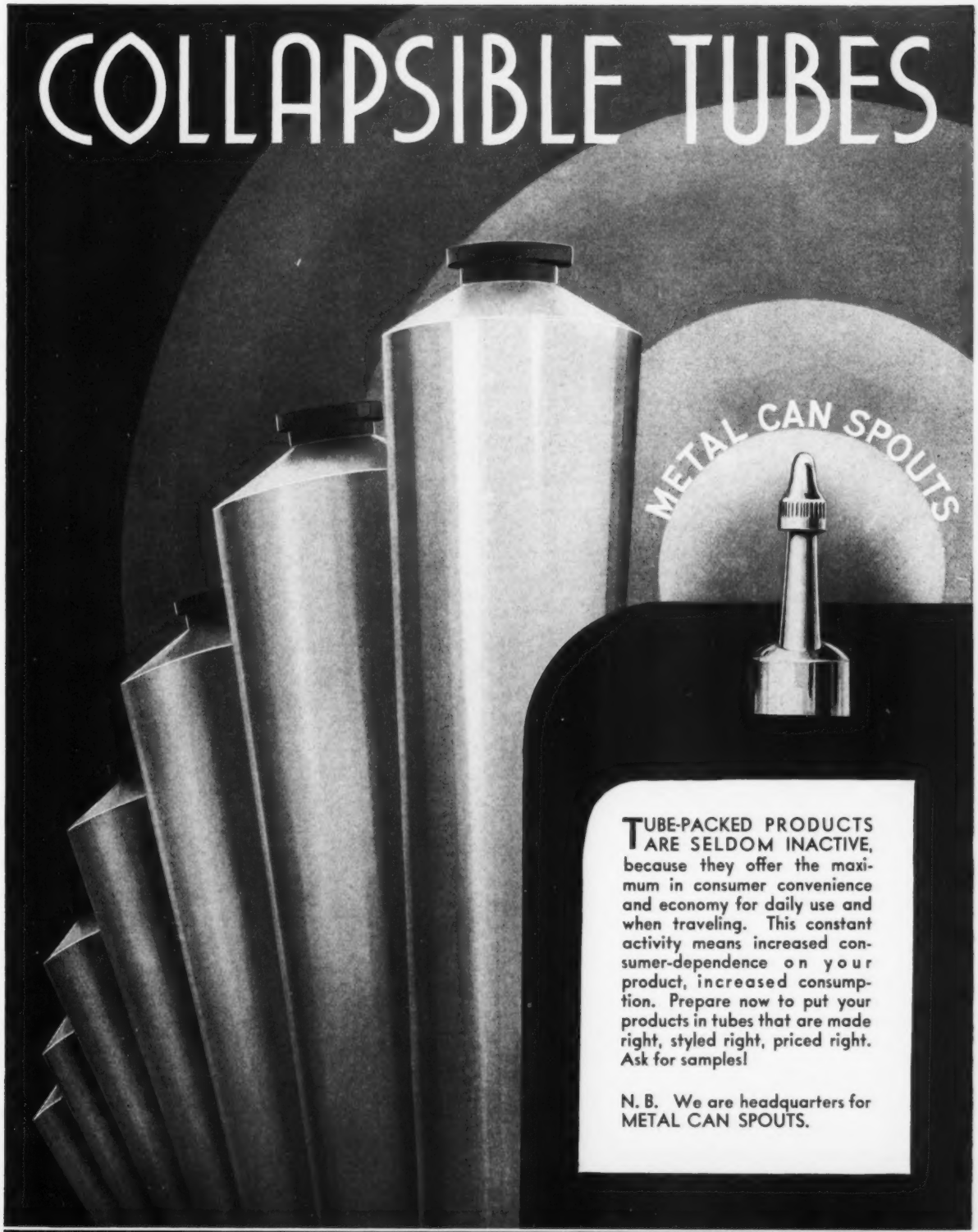
PRODUCTOS FRITZSCHE BROTHERS, S. A. Mesones 24, MEXICO, D. F.

FACTORIES AT CLIFTON, N. J. and SEILLANS (VAR) FRANCE

COLLAPSIBLE TUBES



TUBE-PACKED PRODUCTS ARE SELDOM INACTIVE, because they offer the maximum in consumer convenience and economy for daily use and when traveling. This constant activity means increased consumer-dependence on your product, increased consumption. Prepare now to put your products in tubes that are made right, styled right, priced right. Ask for samples!

N. B. We are headquarters for METAL CAN SPOUTS.

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HOBOKEN, NEW JERSEY

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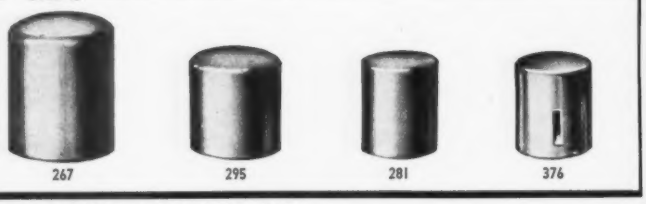
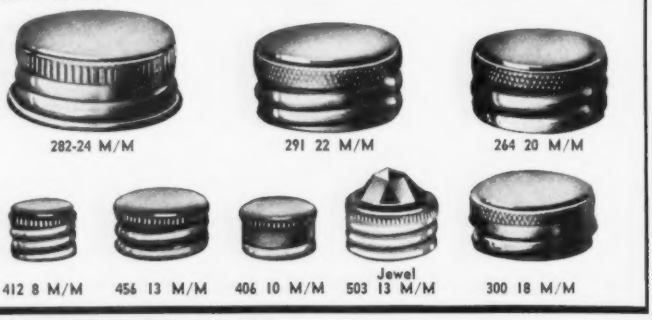
SLIP CAPS

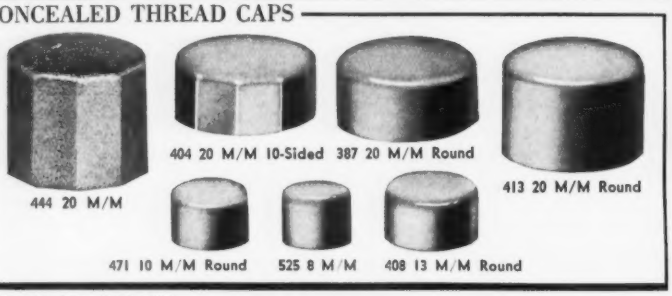


TALCUM CAPS—Plain&Knurled

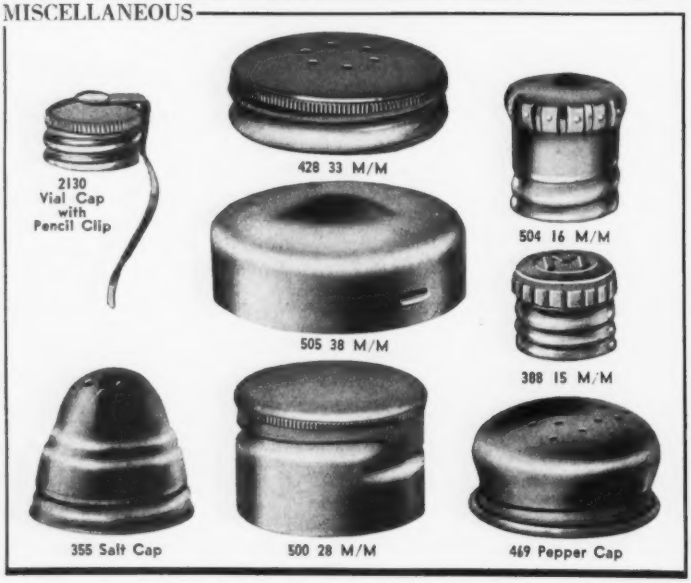
SCREW CAPS



CONCEALED THREAD CAPS



MISCELLANEOUS



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THE APPEARANCE OF YOUR PACKAGE with an attractive serviceable stock or specially designed

B-G CAP

For perfumes, talcum and tooth powder, bath salts, lotions, etc.

Furnished in a variety of designs in fancy metal—plain brass—aluminum — brass nickel plated —nickel silver — stainless steel . . . Enameled caps, all colors.

Our "Negative Finish" resists acids, alkalies and alcohol.

Samples and prices on request.

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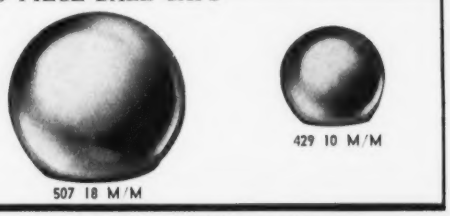
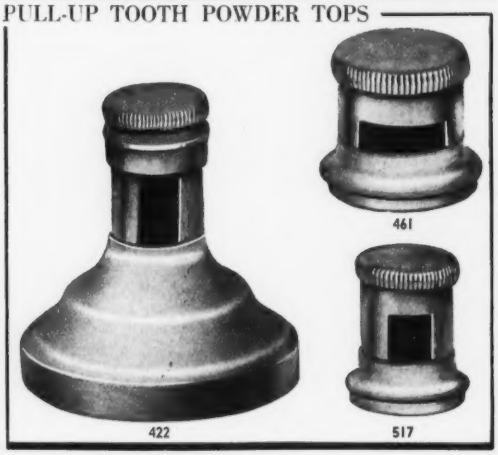
TWO PIECE BALL CAPS



PULL-UP TOOTH POWDER TOPS



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B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round Square, Oval, Slotted).

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Painful, costly and disheartening is the experience of marketing an unsuccessful product. This is especially true when failure could have been avoided if every detail had been right.

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Finest quality tested perfumes for every purpose . . . in every price range, plus intelligent, willing cooperation backed by trained personnel of long experience, and modern laboratory facilities will certainly serve you to best advantage. Eliminate "Painful Experiences" — WORK WITH FELTON.

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Available for immediate delivery in the following sizes: ½ ounce, 1 ounce, 2 ounce, 3 ounce, 4 ounce, 6 ounce, 8 ounce, 16 ounce.

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When you think of bottles think of

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the perfect "bubble bath" base

Foaming bath preparations are not a temporary fad, but have become a definite Toilet necessity. There are hundreds of chemicals producing a fairly satisfactory "Bubble Bath". Experimentation extending over eighteen months have proven that a really perfect Bubble Bath can be made only with

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Technical for cosmetic uses.
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Come to Headquarters for the *finest* RAW MATERIALS FROM ALL OVER THE WORLD. As direct importers our service offers exceptional advantages to buyers in Quality, Service, Spot Stocks . . . Natural Floral Products, Oil Lavender Fleurs, Oil Ylang, Oil Citronella, Java, Zinc Oxide, Gum Benzoin Siam, Gum Tragacanth Persian, Gum Karaya, Bleached Ozokerite, Sunbleached Beeswax, Rice Starch, Kaolin, Precipitated Chalk.

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Illustration shows actual size photograph of handsome Bath Powder Box No. 392-PR.

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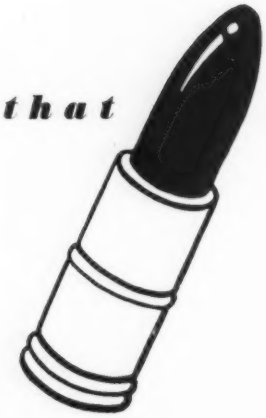
St. Louis Office: The DICK DUNN Co., Merchandise Mart
● Bldg., 12th Blvd. & Spruce St. Phone: Central 3544

Detroit Office: H. E. BROWN, 2842 W. Grand Blvd.
● 319 Curtis Bldg. Phone Trinity 2-0191

a **LIPSTICK** *that will amaze you....*



Radiance **LIPSTICK**

so lustrous, so gleaming, at first glance. So lustrous, so gleaming to use. A new texture that stays permanently glowing to the last particle—that doesn't dull or "sweat" with exposure or age. . . . Highly indelible. Non-greasy. Non-toxic. Velvet smooth in application. . . . All existing shades can be matched perfectly.

RADIANCE LIPSTICKS are self-selling. To see them is to want them. Write or wire today for samples!

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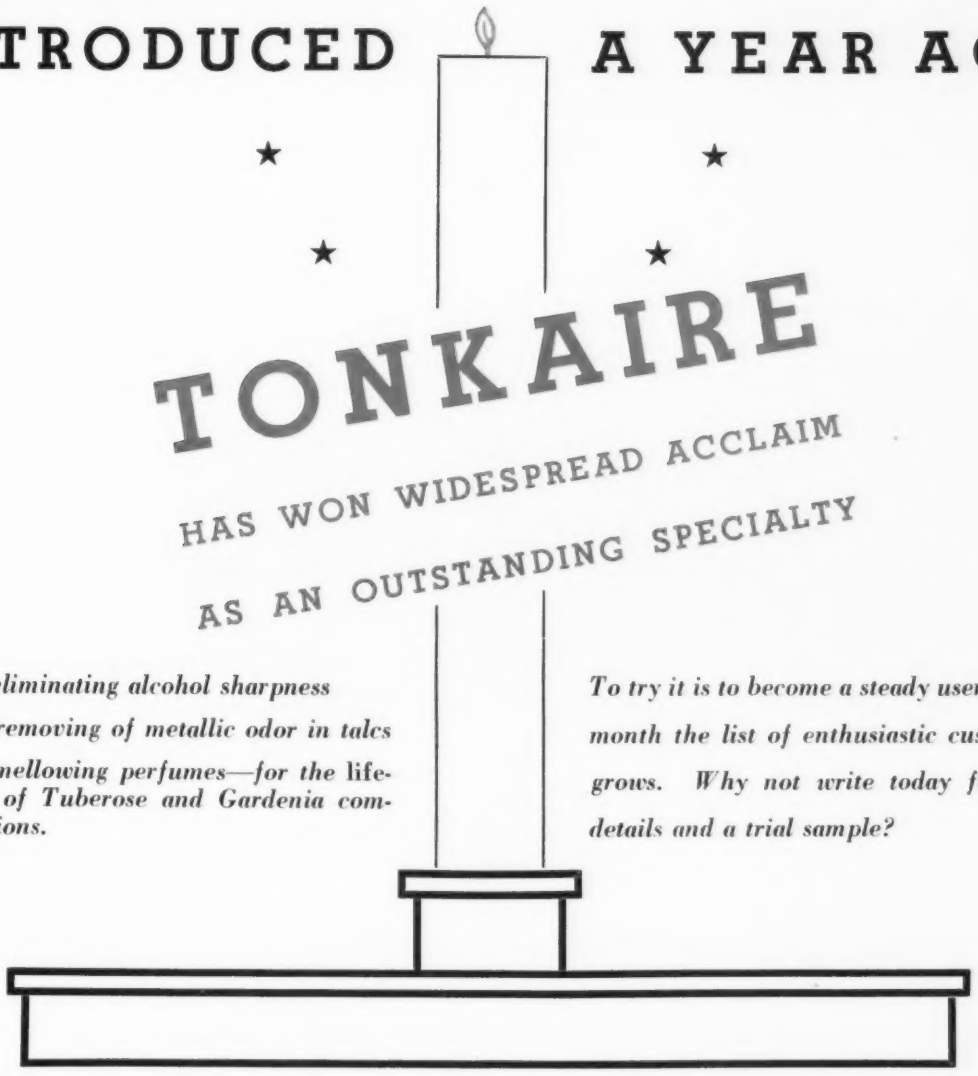

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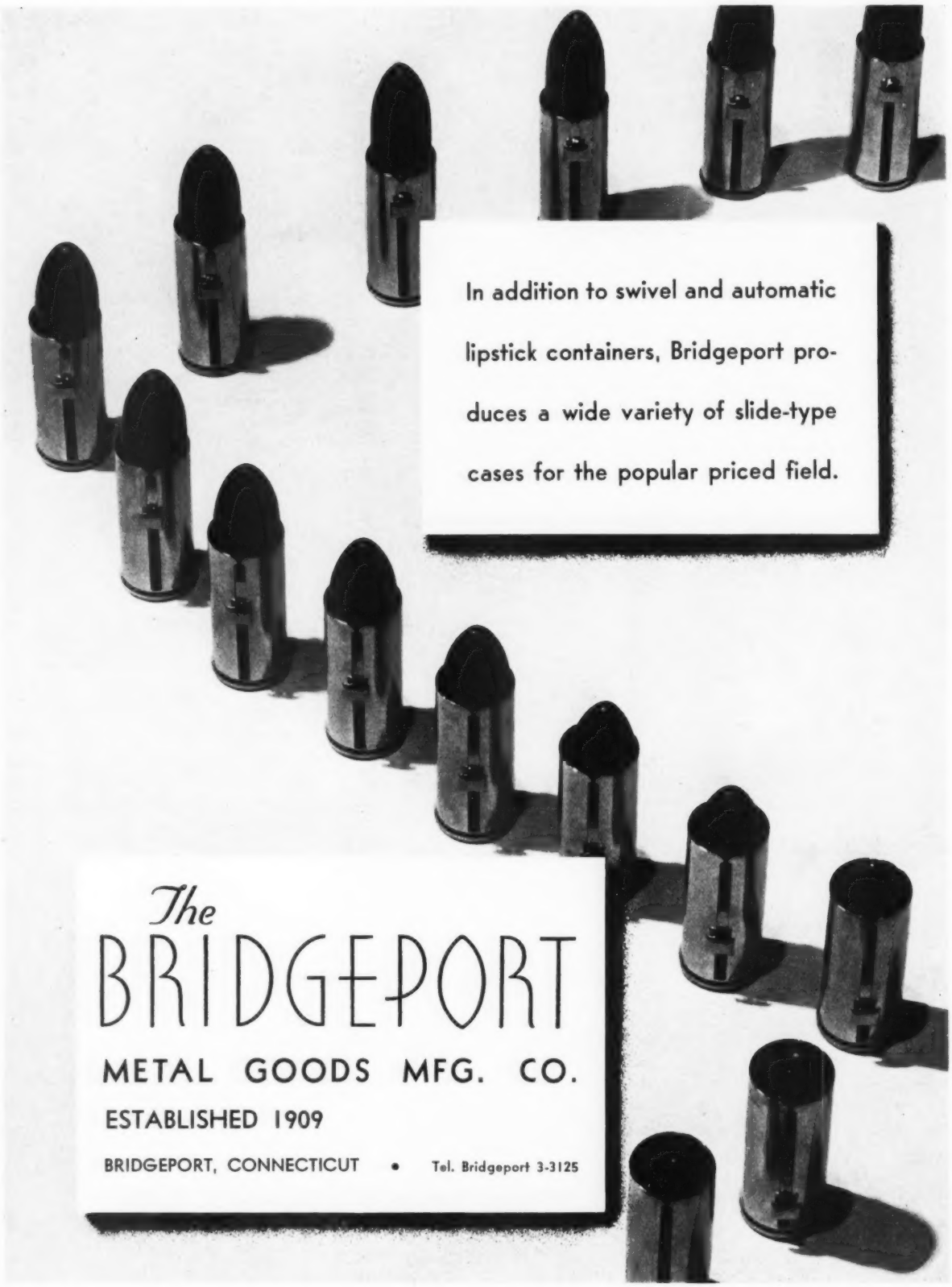
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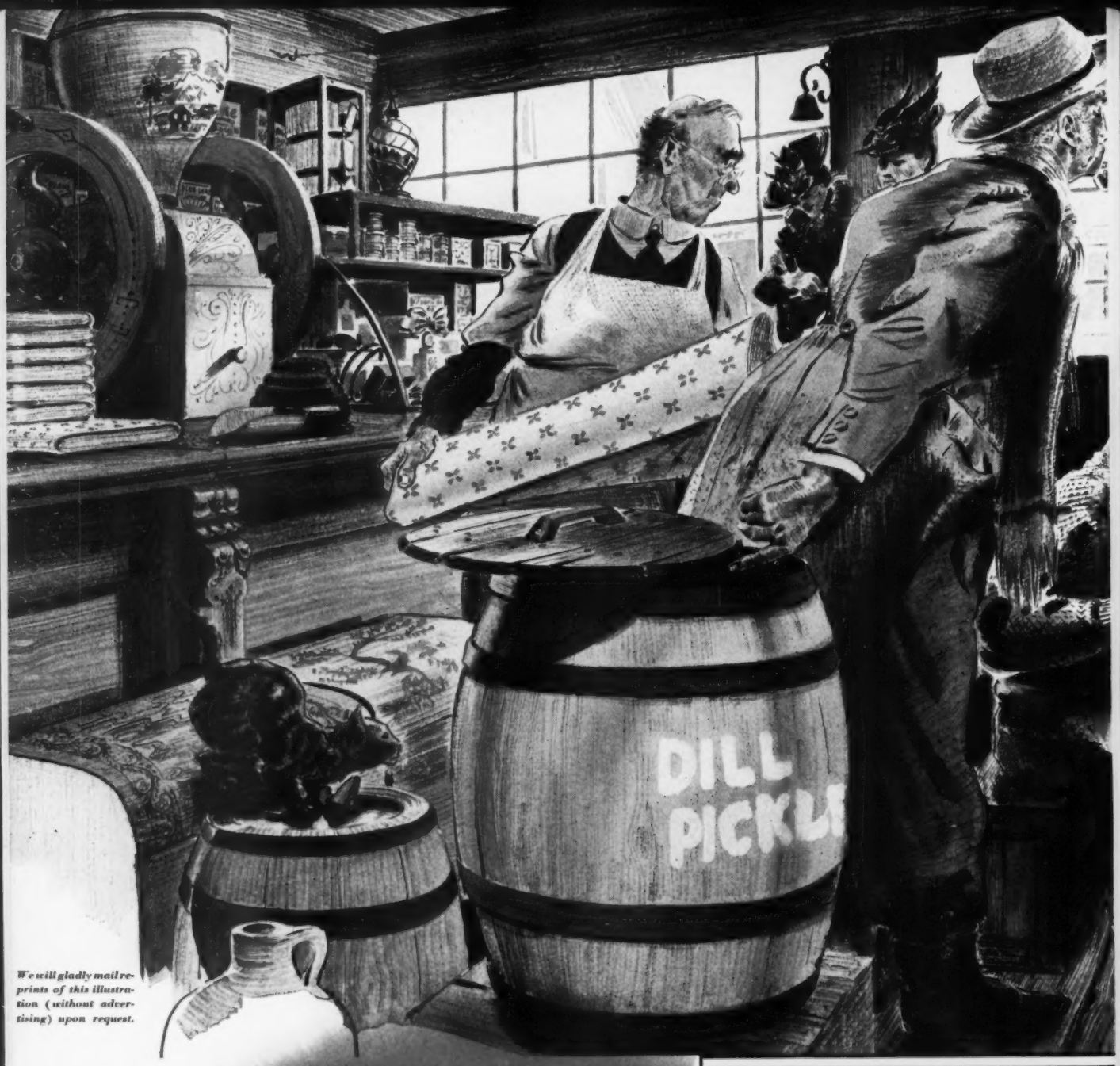

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And just as old-fashioned means of marketing have disappeared—so have slow and inefficient methods of manufacturing been supplanted by modern methods and machinery—production costs have been reduced, the quality average raised.

But change is still with us. Public fancy still is fickle, and sales battles are being won because consumers are attracted to newness and novelty . . . brightness and beauty in a sales package.

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The American PERFUMER

COSMETICS · TOILET PREPARATIONS

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Technical Editor

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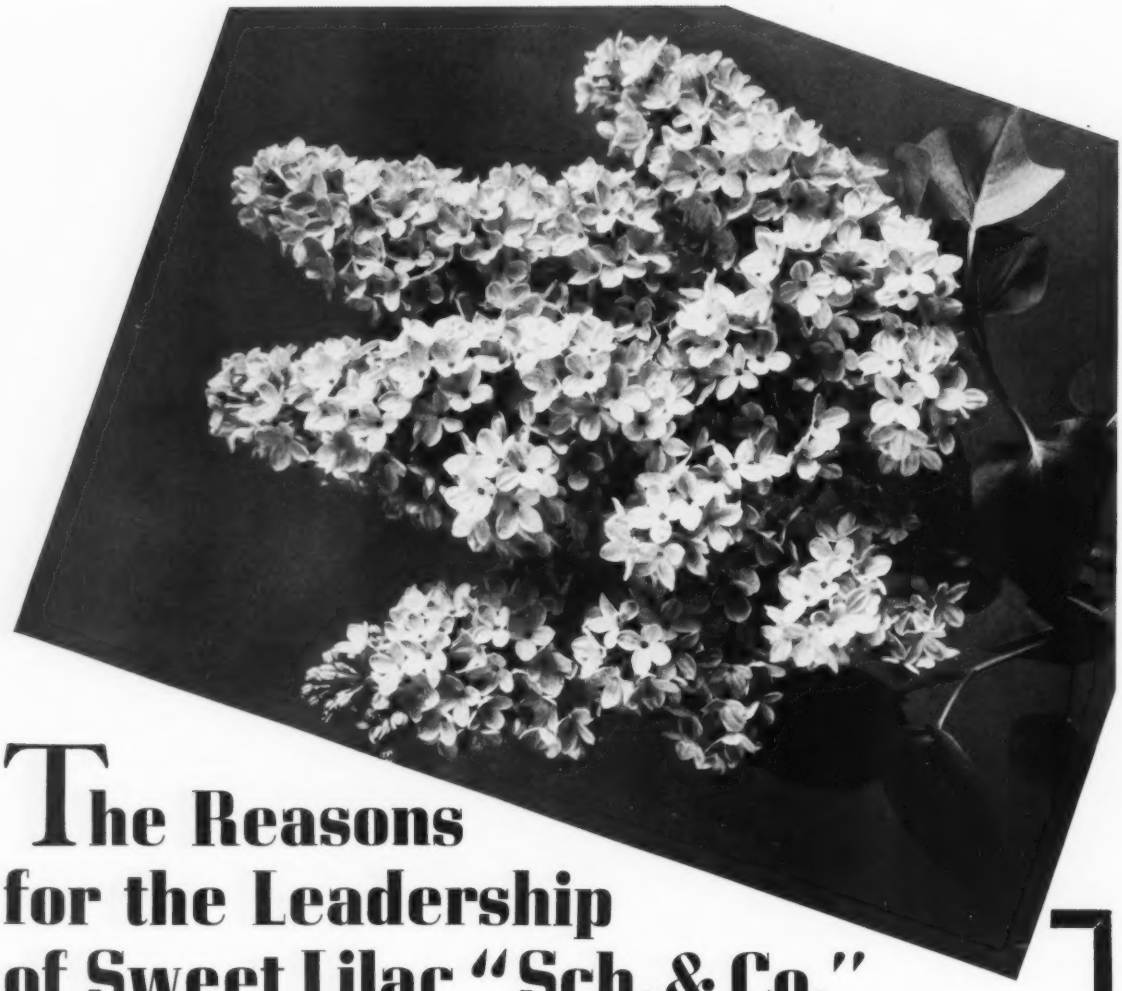

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CURRENT COMMENT

INTER-DEPENDENCE

Before this issue is read, Congress will again be in session.

The definite swing to the right in November elections will put its mark upon the new Congress. Business generally feels some reassurance. Notably, business looks for more deliberate and more thoroughly considered legislation. Slower tempo, more constructive results.

Apparently, the President is passing the ball to Congress—permitting Congressional initiative in the writing of bills. Let us hope that Congress performs—otherwise President Roosevelt will again assume such initiative.

All in all, this Congressional session will be of utmost interest to manufacturers. It would seem that business is to be given some voice. Various movements of the past several years do not seem to have solved problems. That is admitted. Business apparently is tacitly invited to sit-in. Let us hope this is more than a gesture.

Mr. Mahoney's committee is engaged in a gigantic study. Indications are that it will be broad, unhurried and comprehensive. All of us may learn much. Facts will be slowly developed but that matters little if all phases of industry, business and economics are charted.

It will be shown that one industry is dependent upon another—that agriculture depends upon industry—and vice versa. It gives pause to most people: when it is realized how interdependent and interwoven businesses are — professions, too — and people. And people are "labor".

One class prospers more than another at times—but not for long. When shoes get too high, consumption lags. Where costs are unduly high, output is curtailed.

Goods, services and people are interdependent. Seems like it is prosperity for all—or none for all. It's just the law of compensation sawing wood, as it has for generations and will for many more generations.

SOCIAL ADJUSTMENTS

Possibly overdue, as is usual in prosperous decades, social advances swoop in with a rush and have to be digested.

Social security, wage minimums, etc., financial reforms and others all are of value, are needed and no one would want to turn the clock back.

But methods must be developed for assimilation without destruction. That's a job for practical, operating abilities—not for the zealots.

The new merchandising and packaging requirements under which we now will have to do business cannot be condemned as out of hand. They must, however, be polished off, refined, and fitted to the body of business so that they will be effective without maiming said body.

The "body" in our industry is cooperative. The administration likewise. So it just remains to work things out. And *work* it is. It will annoy us, and irritate us, but when the job is done, we will all be in better health and general well-being.

THE HOMELY VIRTUES

With the soft pedal on extravagant claims, will vanish much dramatic or attention-arresting copy.

One old-timer says, "I think it's a good thing. We never did or never could and never will beat the homely virtues. We might paint them—but it wears off. We might smother them by advancing new and novel claims, but never do they endure.

"If a thing is smooth, it's smooth; and it will stay smooth! Ivory soap still floats! And every man, woman and child knows it. It's just common sense. Take the strong, enduring fundamental points and yell about them morning, noon and night and you'll score—and stay put.

"Sure, use the sales points as they develop but only for the opening—and then hammer home the real things our stuff does for people."

That may be selling the homely virtues all right. The cocktail is fine for atmosphere; but it's the roast beef that sticks to your ribs!

IN THE NAME OF RESEARCH

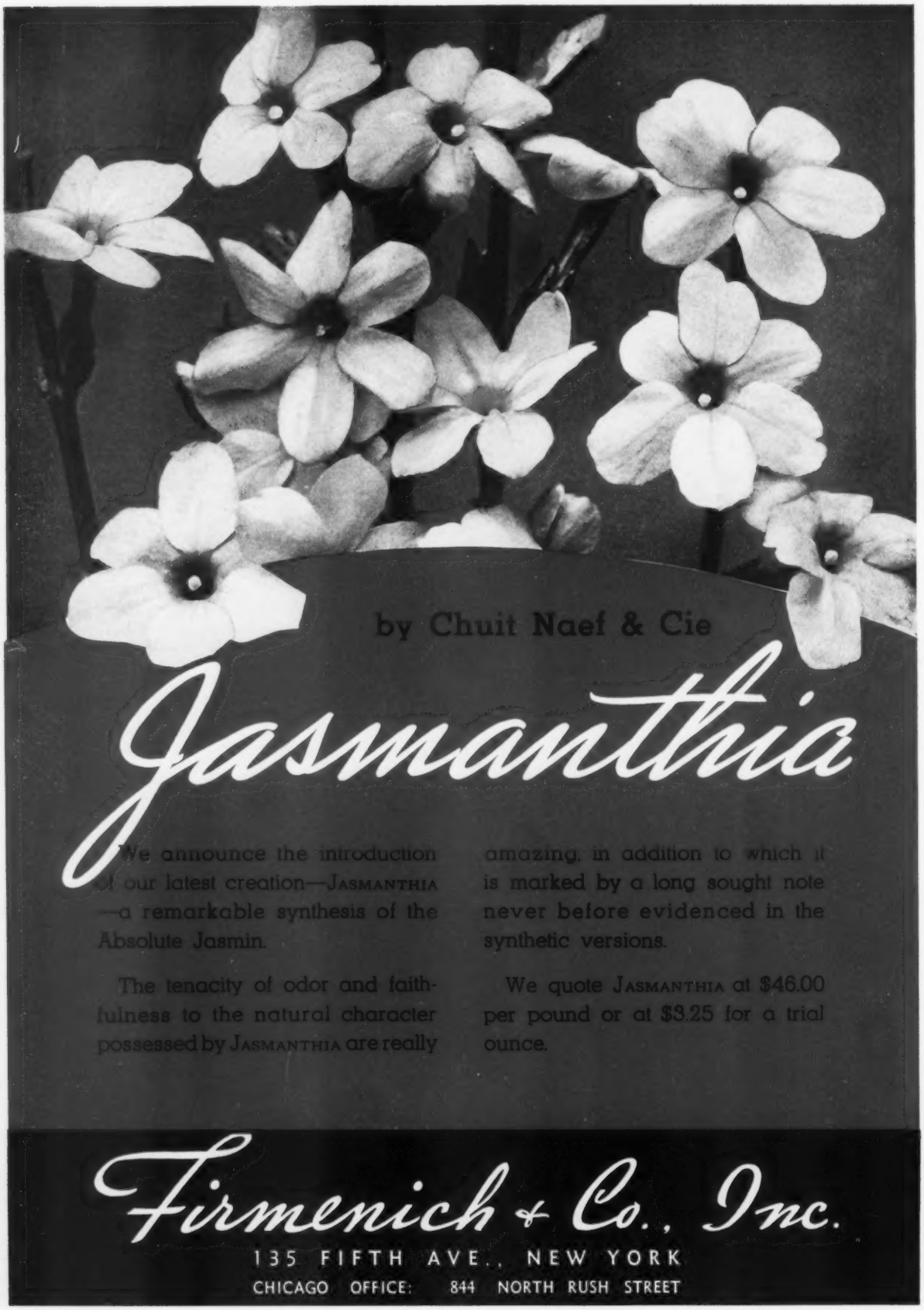
Sometimes it's a smartly dressed young woman. Or perhaps, a friendly lad of college age. No matter, the questions are the same, as each proceeds to call on a hundred matrons or young women and "research" them on creams, toothpaste, etc.

Possibly it is a general questionnaire—more probably specifically designed to bring out preferences, customs or habits, in order that the manufacturer may make and put out a product more sure of acceptance.

Product research, it is called. And to our minds, more valuable than market research. To build a product which, by actual interviews with prospective users, will fit in to the accustomed habits of use and preferences as to character and form, is streamlining the product itself.

True, the laboratory creates the product, yet the odor may be arbitrary, whereas, forty calls out of a hundred may show forty preferences for *one* odor—twenty for another, etc. Suppose nine odors were mentioned. *one* of those nine would be shown as highest in preference. And the odor would be taken out of the domain of *manufacturers* preference and put out as *heaviest-user* preference.

When it is done, it eases the burden placed upon the marketing and advertising of said products—which is costly enough! H.J.W.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PLASTICS

How they first began . . . what kinds now on the market . . . for what uses . . . why . . . and how . . . A report for The American Perfumer's readers . . . by Franklin E. Brill

"FIFTEEN to the left, back twenty-five, left to sixty. . . . There."

Three men stood by the safe as the door swung open. The time was about a decade ago, the scene an office of a famed drug manufacturer. One of the men pulled out a box of toothpaste tubes, on each of which was an oversized black closure obviously not made of metal. And this was the new cap's final test—a year of storage.

"They look okay," one of the men said.

"Smell okay, too."

"The taste is perfect," the third said. "Guess we can go ahead."

Such was the introduction of plastic materials to the drug industry. From that humble beginning, plastics have edged their way so thoroughly into drug and cosmetic packaging that a sudden stoppage of plastic raw material supplies would gray the hair of thousands of readers of this magazine. For today, some ninety-nine out of a hundred collapsible tubes are plastic-capped, as are perhaps seven out of every ten bottles, while millions of pounds of plastics every year are converted into rouge containers and boxes, jars and displays, and a dozen other vital packaging items. And each year sees a wider use for these versatile synthetics, many of which were still unheard of at the turn of this decade.

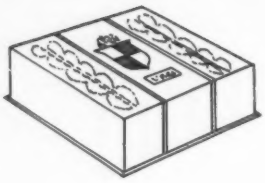
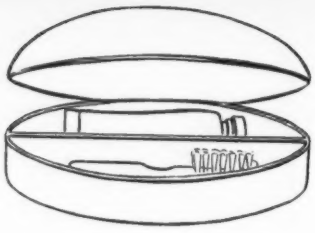
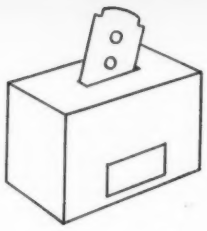
To packaging executives in fields such as drugs, pharmaceuticals, toilet preparations, soap and flavoring extracts, the plastics industry may seem confusing, with its scores of trade names and apparently conflicting claims. But if we take them in chronological order—as they were developed—the picture clarifies.

Go back to 1868, just after the Civil War, when a young man named John Wesley Hyatt, who later originated the roller bearing which carries his name, was combining queer-smelling chemicals in an attempt to win a $10,000 award for a substitute for natural ivory. (Billiards was catching on, and ivory was scarce and costly.) Hyatt never did win the $10,000, but two of his chemicals—nitric acid and camphor—combined one day to form a substance which the world was soon to know as cellulose nitrate—or Celluloid, the first "plastic." It had a habit of igniting too readily, but in the years that followed, became a vital part of our forefather's daily lives in the form of celluloid collars, novelties and, later, picture films. But not for many years after its discovery was it tamed enough to form in molds, and most early applications used it in sheet form.

HOW BAKELITE WAS DISCOVERED

Then skip forty blank years in plastics history and focus on a tiny shop in Yonkers, N. Y., where in 1906, thirty-two-year-old chemist Leo Baekeland puttered in search of a shellac-substitute. Like Hyatt, he missed the boat, but from his experiments with phenols and formaldehyde came a far more important discovery—a moldable, infusible and resistant plastic that could be formed into all sorts of intricate shapes. With pardonable pride he called it Bakelite, and in the generation that followed, he and his associates perfected its qualities and made it a front-rank engineering material. Later, in the nineteen-twenties, it was to meet some formidable competitors in other phenolic type plastics, the best known of which is called Durez.

If it hadn't been for one weakness, the "phenol-

ics" might still have had the field to themselves, and as it is they still remain the most widely used plastic. That weakness was *color*. Something inherent in phenolic resin causes yellowing upon aging, which is why most phenolic moldings are in the darker colors. So chemists continued work with other raw materials until around the turn of the present decade, the "urea-formaldehyde" plastics were perfected. One, called Beetle, arrived by Cunard liner from England, and the other, called Plaskon, arrived via Toledo, out of the Mellon Institute in Pittsburgh. These translucent, water white urea plastics had color, non-yellowing color in any shade from black to pure white, including a range of delicate pastels which toilet preparation packagers found ideal to express the mildness and femininity of their products.

PHENOLICS AND UREAS MOST USED PLASTICS

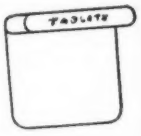
These two types of plastics—the phenolics and ureas—today are picked for about four-fifths of all packaging work. The other fifth is split mainly between "cast phenolics"—gayly colored blocks, rods and slabs (sold under such names as Catalin, Marblette, Bakelite, etc.) from which containers and parts are *machined*, not molded—and "cellulose acetate," a non-inflammable descendent of Hyatt's cellulose nitrate, which is formed by high-speed "injection molding" into colorful or transparent objects of almost any shape, and which is known by such names as Lumarith, Tenite, Monsantoca, Plastacele, etc.

Another recently developed plastic beginning to find uses in toilet preparation and drug packaging is the highly-inert "polystyrene"—a transparent material recently molded into a chemical measuring cap for Merck, while another highly-transparent plastic called the acrylic type (Lucite, Crystalite) is being used occasionally for covers and other package parts. Finally, there are the transparent, semi-rigid boxes formed from cellulose acetate sheets, which are widely used for packaging powder puffs, bath crystals and other toilet goods.

PRESENT USES

As a guide for packaging executives in developing new uses for these various types of plastics, probably nothing serves better than a résumé of present uses, for the record shows that most "new" plastic uses spring directly from some existing application.

Still the largest single use for plastics is the closure field, embracing tube caps, bottle and jar caps, as well as molded top corks and novelty stoppers, and dominated by phenolic and urea materials. Main advantages of plastic caps are partly mechanical: accurate threads, less tendency to bind and stick, elimination of corrosion—and partly aesthetic: rich, translucent colors, unusual shapes and sculptural possibilities.



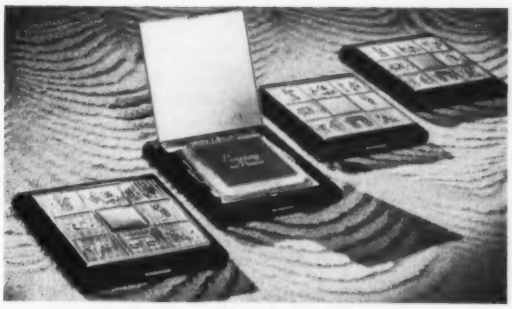
CLOSURES MAY BE IN DISTINCTIVE DESIGNS

Speaking of shapes, it is possible today to get almost any conceivable outside contour or design in a plastic cap at a very reasonable cost—merely by "hobbing" the outside half of the mold and using a stock mold to form the interior threaded portion. Hobbing is a simple method of making duplicate mold cavities by forcing a master pattern into a block of tool steel. Incidentally, all too few manufacturers take advantage of the tremendous identification power of a simple, distinctive design, endlessly repeated on their bottle, jar and tube caps—at such a minute increase in cost.

Fastest growing of all plastic packaging uses is probably the cream jar, for since the fumbling start in this direction made several years ago, molders are learning how to make jars that satisfy the most skeptical. Whereas the first plastic jars took the count on three points—dubious inertness, smaller appar-

Well known for clever manicure kits, Schnefel Bros., makers of LaCross products, had this one made of colorful urea plastics with compartments for the complete line.—BEETLE.

An excellent application for cast plastics is this Theon display stand. It is highly translucent with colorful striated effects. Caps are urea, molded in rose-bud shape.—BAKELITE.



Urea plastics have lasting color, scratch-resistant lustre, and contrast effectively with metal. This Bourjois compact in rich blue plastic is light weight, easy to handle.—PLASKON.

Revlon's unique utility tray for professional manicurists is molded of urea plastics. It has light-weight, non-fragile urea finger bowls, sections for storing items, etc.—BEETLE.

ent size, and limited color range—cosmetic and drug houses can now buy plastic jars that look as large as standard opal jars, are inert to practically all drugs and bases, and come in a complete range of rich translucent colors. (Three-piece construction does it, with an inner bowl of special inert plastics, exterior usually of urea material, and with insulating air chamber between.)

Due partly to freight savings and partly to the smart unusual appearance, these plastic jars are blossoming out under some of the most respectable names in toilet preparations, and anyone who offers as a last gasp against them the fact that they all look alike, need only look at the way Raymond Loewy took the three-piece idea and made a squarish outer shell for the Jacqueline Cochran line that remains the most distinctive cream package of the year. Infinite color and label variations are possible and dozens of other shapes and treatments can be used on the outer shell, and the ingenious are rewarded with a tremendously appealing package unobtainable in other materials such as glass or pottery.

COLOR, LIGHT WEIGHT AND LUSTRE

In the field of boxes, designers have found plastics one of the most sympathetic of all available materials. For packaging products such as manicure sets, women's razors, facial pads, saccharin tablets and other items of a permanent or at least long-lived nature, most manufacturers regard plastics as No. 1 material because they combine color, light weight, chip-proof lustre and sculptural possibilities to a greater degree than any other material. It is on products more quickly consumed, or selling at a lower price (products such as powder, suppositories, perfume, capsules and the like), that plastic containers offer the greatest rewards to pioneers. The face powder container, for example, is a natural for plastics, one that offers a real sales point in its prevention of air-seepage and odor-loss—and permits the creation of packages of a new and startling beauty. So far, most attempts have been in the direction of substituting a plastic slip cover for the paper shell, instead of using the newer plastics in a new way to solve the old powder packaging problem. Injection-molded transparent plastic parts may be the key.

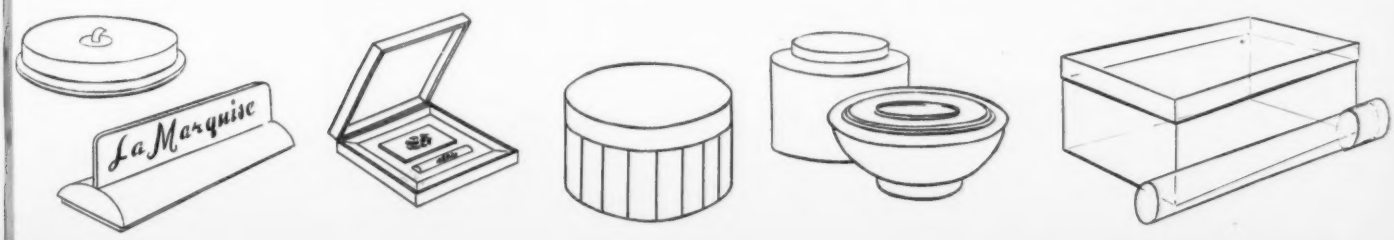
EXCELLENT MATERIAL FOR DISPLAYS

As for displays, the cosmetic and drug field will again find in plastics a valuable and pliant material—especially when approached open-mindedly with the question: "Can some sort of plastic display device sell more of our product?" Vitalis asked this question and came out with a clever phenolic plastic counter display that is said to be highly satisfactory.

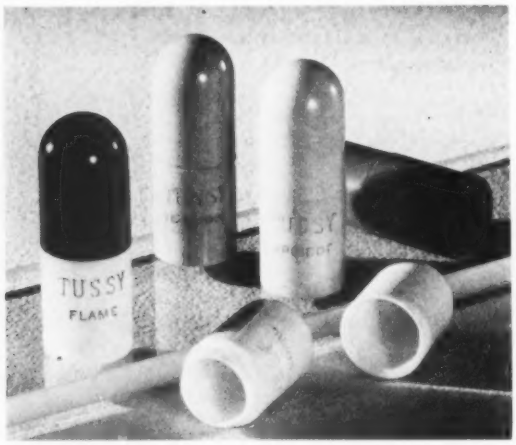
Several treatment lines have used plastic trays and stands to keep their line together against a favorable background. Norwich has used stands and counter containers for bottled goods and aspirin—with tangible sales increases resulting. Various nail-polish manufacturers have used plastic display and demonstrating devices. Plastic bases for illuminated signs have been used, but the field is still open for alert merchandisers to combine the functions of display, demonstration and brand identity in a hundred and one different ways. And just because phenolic plastics, with their dark and excellent background colors, have monopolized this field, there is no reason why colorful ureas and transparent acetates cannot aid the display designer.

MISCELLANEOUS USES

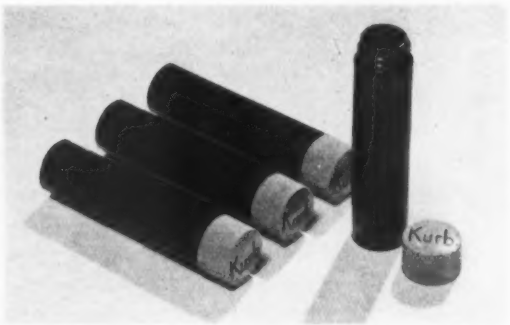
Then there are a host of other plastic uses which can be grouped as miscellaneous. There is the plastic vial—light, convenient and non-crushable—that makes tablets look more valuable. There are plastic rouge boxes, which can look far more distinguished when designed, for example, like Elmo's. There are plastic compacts such as Bourjois', which resist scratching in purses. There are plastic lipstick cases waiting for a clever designer's hand. There are plas-



Plastic eye cups attached to molded crew caps make an ideally convenient package for eye lotions. Making product easier to use is a sure means to increase sales.—DUREZ.



Because of light weight, accurate details and resistance to scratching, urea plastics are ideal for lipstick containers. These bullet-shaped containers were molded for Tussy.—PLASKON.



For drug products such as Kurb tablets, plastics make ideal containers. This vial, holding 12 in a convenient, safe form, is screw capped and molded of phenolic plastics.—DUREZ.

tie eye-cups-on-bottle-caps, which increase consumption by making the product easier to use. There are measuring-cup-caps which often do the same thing. And there are plastic knobs to dress up ordinary packages, plastic seals and crests to distinguish stock containers; and often helpful or amusing plastic gadgets can be used to help stimulate sales when used as premiums or to tie a special combination deal together. (Examples of this might range anywhere from a plastic mascara guard to a plastic old-razor-blade-box included in a shave-cream combination . . . or even a distinctive plastic trademark disc to be imbedded in a facial soap and attractive enough to be around for a few days to drive the name home.)

But suggesting specific new uses for plastic materials cannot be done at long range, and the purpose of this report is merely to set the facts straight, scoff away obstacles and stimulate thought. Those obstacles, incidentally, are often traceable to purchasing habits, and study shows that scarcely any improvements or signal successes in packaging toilet preparations have been accompanied by lower unit prices. Rather, most of them tend to increase package costs, but in stimulating sales, have more than paid for themselves. So perhaps we should salute the creative salesmen who, as molder's representatives, drive home the fact that cost is secondary to consumer convenience and appeal. Referring again to Merck as an example, let no one think that the polystyrene-molded chemical cap we mentioned saved money; it costs many times more than a cork or ordinary screw cap but is infinitely more convenient.

One final word to executives and designers. Today's plastics are not the plastics you knew even as recently as six years ago. They are not necessarily black or brown—and opaque. Many of them sparkle with translucence and shimmer with deep jewel-like color. Many of them are crystal clear. Others give you gay, dashing brilliance of color—and again, the softest of pastels. All of them, in the opinion of leading designers, deserve the most careful consideration for products as widely separated as a twenty-five dollar an ounce perfume and a fifty-cent face powder. For materials do not become associated with a given price class . . . it is the handling of the material. And plastics, unfortunately, can play no favorites; they can be warped into hideousness or can be wrought into objects of untold beauty.

Acid-resistant polystyrene plastics make ideal caps for corrosive products. Used on Merck Nitric Acid bottle, it eliminates corrosion, permits safe, easy handling.—BAKELITE.

Cosmetic Regulations Simplified

All provisions of final cosmetic regulations in layman's language—Answers to puzzling labeling questions.

CAUSING an act to be done as well as doing of any act comes under the regulations. Definitions and interpretations of terms apply to the regulations as well as the act.

Labeling includes all written, printed, or graphic matter accompanying an article at any time while in interstate commerce or held for sale after shipment.

The existence of a difference of opinion, among experts qualified by scientific training and experience, as to the truth of a representation made or suggested in the labeling is a fact (among other facts) the failure to reveal which may render the labeling misleading, if there is a material weight of opinion contrary to such representation.

GUARANTEES BY MANUFACTURERS

A guaranty or undertaking may be (1) limited to a specific shipment or (2) general and continuing. A limited guaranty may be attached to the bill of sale. A general guaranty is considered to have been given when the article was shipped.

A limited guaranty for use on bill of sale or invoice may be as follows:

> "(Name of person giving the guaranty or undertaking) hereby guarantees that no article listed herein is adulterated or misbranded within the meaning of the Federal Food, Drug, and Cosmetic Act, or is an article which may not, under the provisions of section 404 or 505 of the act, be introduced into interstate commerce." (Signature and post-office address of person giving the guaranty.)

A general and continuing guaranty may be as follows:

> "The article comprising each shipment or other delivery hereafter made by (name of person giving the guaranty or undertaking) to, or on the order of (name and post-office address of person to whom the guaranty or undertaking is given) is hereby guaranteed, as of the date of such shipment or delivery, to be, on such date, not adulterated or misbranded within the meaning of the Federal Food, Drug, and Cosmetic Act, and not an article which may not, under the provisions of section 404 or 505 of the act, be introduced into interstate commerce." (Signature and post-office address of person giving the guaranty.)

The shipper is not subject to penalty if after delivery the article becomes adulterated or misbranded.

ADULTERATION BY UNCERTIFIED COLORS

If a violation exists because the article is adulterated by reason of containing a coal-tar color not from a certified batch, the guaranty shall state that the coal-tar color was manufactured by the signer. If the shipment is from a foreign manufacturer, the guaranty shall be signed by him and his U. S. agent.

Such a guaranty for American manufacturers may be:

> "(Name of manufacturer) hereby guarantees that all coal-tar colors listed herein were manufactured by him, and are from batches certified in accordance with the applicable regulations promulgated by the Secretary of Agriculture under the Federal Food, Drug, and Cosmetic Act. (Signature and post-office address.)"

For a foreign manufacturer the guaranty may be:

> "(Name of manufacturer and agent) hereby severally guarantee that all coal-tar colors listed herein were manufactured by (name of manufacturer), and are from batches certified in accordance with the applicable regulations promulgated by the Secretary of Agriculture under the Federal Food, Drug, and Cosmetic Act. (Signature and post-office address of manufacturer and agent.)"

The person who packaged the color is regarded as the manufacturer for the purpose of a guaranty. If it is signed by two or more, each must assume liability.

No representation that an article is guaranteed under the act shall be made in labeling.

PRIVATE HEARING IF CHARGED WITH VIOLATION

Before any criminal proceedings are started the person charged with violation of the law shall be given notice and an opportunity to present his views orally or in writing. This shall be private and informal. The views of the person charged may be presented by him or his representative. If he holds a guaranty, it or a certified copy shall be a part of his presentation of views. On request, for good reasons, the Food and Drug Administration may change the time and place of the hearing.

The term "coal-tar hair dye" includes all articles containing any coal-tar color or intermediate which alters the color of the hair when applied to the hair under the conditions of use prescribed in the labeling or under such conditions as are customary.

A false or misleading representation about another cosmetic, food, drug or device in the labeling will be considered misbranding.

NAME BASED ON INGREDIENTS

If the name of a cosmetic, which contains two or more ingredients, includes or suggests the name of

one or more but not all of the ingredients, it *may be* misleading even though all of the ingredients are stated elsewhere on the label.

WHEN STREET ADDRESS IS REQUIRED

If a cosmetic is not manufactured by the person whose name appears on the label, the name shall be qualified by a phrase which reveals the connection such person has, such as "Manufactured for and Packed by——", "Distributed by——", or other similar phrase which expresses the facts.

The statement of the place of business shall include the street address, if any, unless the street address is shown in a current city directory or telephone directory.

Where a person manufactures, packs, or distributes a cosmetic at a place other than his principal place of business, the label may state the principal place of business if it is not misleading in any particular.

The requirement that the label shall contain the name and place of business of the manufacturer, packer, or distributor shall not be considered to relieve any cosmetic from the requirement that its label shall not be misleading in any particular whatsoever.

PROMINENCE REQUIRED ON LABEL

A word, statement, or other information required to appear on the label may lack that prominence and conspicuousness demanded by reason of—

(1) failure to appear on the part or panel of the label which is presented or displayed under customary conditions of purchase;

(2) failure to appear on two or more parts or panels of the label, each of which has sufficient space therefor, and each of which is so designed as to render it likely to be, under customary conditions of purchase, the part or panel displayed;

(3) failure of the label to extend over the area of the container or package available for such extension, so as to provide sufficient label space for the prominent placing of such word, statement, or information;

(4) insufficiency of label space resulting from the use of label space for any word, statement, design, or device which is not required;

(5) insufficiency of label space resulting from the use of label space to give materially greater conspicuousness to any other word, statement, or information, or to any design or device; or

(6) smallness of style of type in which any required word, statement, or information appears, insufficient background contrast, obscuring designs or vignettes, or crowding with other written, printed, or graphic matter.

LANGUAGE REQUIREMENTS

All words, statements, and other information required to appear on the label or labeling shall be in the English language.

If the label or labeling contains any representation in a foreign language, all words, statements, and other information required to appear on the label or labeling shall appear in the foreign language.

ANSWERS TO PUZZLING QUESTIONS

Commenting on the labeling requirements, Hugo Mock, counsel for the Toilet Goods Association, says in part:

1. Putting the name and address of the manufacturer and the contents (and in some cases the word "distributors" or like wording), on the principal label is not mandatory, but if this information appears upon the principal label, all controversy is avoided.

2. Must this necessary information be repeated if it appears on the principal label?

Answer: Ordinarily, no.

3. Is any particular size or style of type required in announcing the name and address of the manufacturer or the contents of the package?

Answer: No, neither the law nor the regulations prescribe the size of type, but such type must be conspicuous and also must be of sufficient comparative size with reference to the rest of the label.

Obviously, putting the name of the article in very large type and the contents of the package in very small type might constitute a species of misbranding. Also, the size of the package and the size of the label must be given consideration, as the label on a ¼-ounce bottle could scarcely have type of the same size of the label of a quart bottle.

4. If the required information, such as contents, appears upon a back label, how must it appear?

Answer: It must be just as prominent or conspicuous as the front label, and the type should be as conspicuous as the wording on the front label. Considerations of beauty may cause the directions, statement of contents and the like to appear upon a back label, but such necessary information should not be in small type unlikely to be read under the customary conditions of purchase and use.

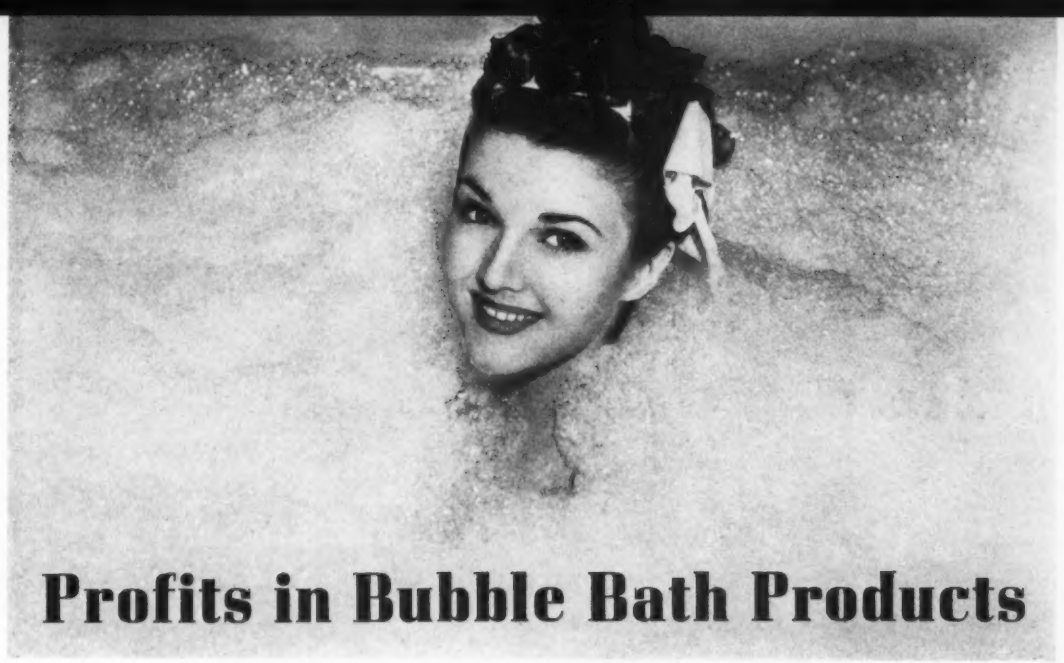
Do not say "2 ozs.", but say "Contents—2 ozs.", or "Net wt.—2 ozs." It is inadvisable to say "Average Contents Two Ounces", or "Approximately Two Ounces", because the words "average" or "approximately" will provide no defense or security for the manufacturer if the contents do not agree with the statement of weight or measure.

5. Can the necessary information, as in the case of face powders, appear upon the bottom of the box?

Answer: Yes, if this has been the trade custom and the necessary information is on the bottom label conspicuously shown.

Where some of the information that is now required by the act has hitherto appeared on top of the box, it is obvious that, whenever it is practicable, all necessary information should now appear on the top of the box.

While in the case of face powders the information does not appear upon the "part or panel of the label which is presented or displayed under customary conditions of purchase", the information which the customer seeks [*Continued on page 93*]



Profits in Bubble Bath Products

Photo Courtesy Paramount Studios

Demand for liquid and solid products increasing—Advantages over alkaline types of bath preparations—Perfume more effective and no bath tub ring

by RICHARD J. MAICKI*

FOAMING bath preparations have become increasingly popular in so dramatic a fashion that almost every manufacturer is seeking a new product of this type to add to his line. There are a number of formulas available, some of which are subject to objections.

PRINCIPLE OF THE BUBBLE BATH

The principle of the bubble bath is a simple one to state but a difficult one to work. Under a stream of moderately hot water, solution of the foaming agent takes place. The mechanical action of the falling water beats up an abundance of foam as a result of the decreased surface tension.

At home, however, the water pressure is a little too low to produce a rich foam with the average foaming agent. In some beauty salons carbon dioxide or compressed air is used to produce a rich foam due to the high pressure and the gas escaping from the charged water which in itself will produce a fair foaming. In an effort to simulate this, effervescent tablet preparations have been offered but they are difficult to make and do not work so well.

FEATURES IN FOAM BATH PRODUCT

A foam bath product should embody the following features: (1) readily produce a rich, lasting foam, (2) have water softening properties, (3) some detergent value, (4) prevent "bath tub" ring. (5) have suitable color and perfume.

Probably the greatest advantage of a bubble bath is its aesthetic reaction on its women users. Recent photo magazines have featured movie stars bathing in a luxurious maze of "bubbles." Public reaction expressed itself in an immediate demand for preparations which would give this effect.

Another advantage of great value is the facility of preparations of this type to render any perfume present much more effective as a result of the enlarged exposed surface area due to the bubbles.

As many skins are sensitive to alkalies, bubble bath products, not necessarily alkaline or only faintly so, offer many possibilities over alkaline types of bath preparations.

Prevention of "bath tub" ring is a decided advantage. This is accomplished by either preventing formation of the insoluble lime soaps or dispersing them so intimately in the main body of water and foam that they are easily removed by draining the tub.

INGREDIENTS OF BUBBLE BATH PRODUCTS

The basic ingredient of any bubble bath product is a wetting agent capable of producing an abundance of rich, lasting foam. Herein lies much of the trouble experienced by would-be manufacturers of these preparations. Selection of the proper agent or mixture of agents is not easy.

In order to enlarge the surface area of a body of water so as to form a bubble, one must reduce its surface tension. But the bubble so formed will inevitably break due to ever manifest surface tension as well as evaporation of water. Hence, forming bubbles is one thing but keeping them is another. All wetting agents will reduce surface tension more or less but not all of them will preserve the bubbles for any appreciable length of time. However, saponins (and probably other gum like agents), select wetting agents and fillers, will render bubbles formed [*Continued on page 93*]

* *Maison G. deNavarre Associates*

As efficiency goes UP—costs go DOWN

More profits may be made in 1939 by improving production . . . Practical ways in which this may be done . . . New trends in manufacturing

by RALPH H. AUCH. A.B., CH.E.

SALES volume for the year 1938 was for many manufacturers of cosmetic lines and specialties quite, or at least reasonably, satisfactory. Judging from the comparative corporate quarterly and annual reports of a number of the larger companies, however, net profits in 1938 were generally down materially.

NOW IS TIME TO MAKE CHANGES

The time was, in the not far distant past, when the spread between production costs and selling prices was such that the urge for more efficient, economical production was insufficient to stir certain ones to action. Now profits for many are down to the point where manufacturers, engrossed though they be in merchandising and sales promotion, are willing to lend both an eye and an ear to new equipment developments and improved production methods.

It has been our good fortune to get around more this past year than at any time in over two decades spent in compounding and packaging. Inspection trips through numerous plants have doubtless broadened our vision. Supervising and improving an even twenty-five automatic and semi-automatic production lines in four geographically scattered locations may have contributed thereto also.

Contacting more equipment men, stabilizing employment in a highly seasonal line where all said it couldn't be done, observing the transition from production at any cost to production at a cost in this particular field, and the changed labor situation from non-union to a fully unionized closed shop may have warped our judgment.

HOW THE INDUSTRY ADVANCED IN 1938

In any event, it is our humble opinion that 1938 has indeed been one of development and progress in raw materials, manufacturing and compounding, packaging and packages. And, all in all, with a more thorough scientific approach to the various problems and their solution, there appears no good reason why this progress will not carry over into 1939 and be accelerated. For those who have been laggard, it appears that it is high time they took stock of their products and production methods. Paraphrasing a hackneyed expression—progress marches on.

Many new raw materials, several of which are quite important and valuable, as well as organic materials and inorganic salts of an even higher degree of purity have become available.

Several companies formerly operating without the aid of technical skill have employed a chemist or pharmacist; while others, long utilizing the services of such a man, have expanded his activity to organizing and directing a sizable research department. Such research is bound to have a cumulative effect with time. In some instances, the activity of the laboratory is no longer confined to compounding but has extended its influence to the manufacturing and assembly departments.

The scientific approach which embraces the compounding and manufacturing department problems is being extended to packaging and in isolated instances even to receiving, shipping and traffic—an almost virgin field in this industry.

TIME AND MOTION STUDIES

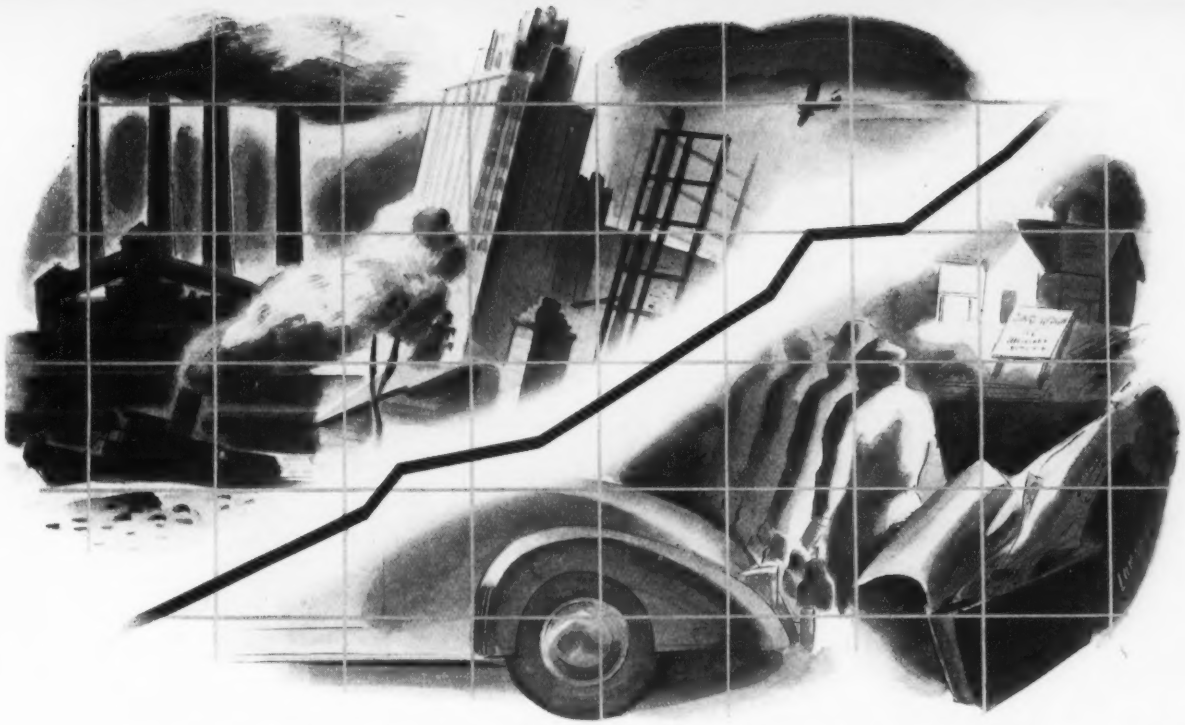
Several manufacturers have made intensive time and motion studies of every operation carrying them even to the simplest hand operations. At least one manufacturer has extended such work to embrace slow motion movies for intensive study so as to put all operations, including even the simplest ones, on a more thorough scientific basis.

As packaging equipment is speeded up or new, faster equipment installed, cognizance of the increased noise is being taken. It is being recognized that noise is nerve-racking and contributes to fatigue. As a result, for example, on fully automatic packaging lines, the various pieces of equipment have been synchronized for quieter operation.

NOISE ELIMINATED

In several instances, straight line equipment handling containers in gangs has been replaced with the rotary type that handles the containers singly and, consequently, more quietly. Sound deadening ceilings have been installed over production areas and interior partitions have been built to segregate unusually noisy operations. Vibration insulators and air conditioning installations are typical ramifications of the same idea.

Premises have been tidied and painted up and new and carefully planned lighting installed. Cer-



tain old loft buildings of common mill construction heretofore deemed entirely suitable and adequate to light manufacturing, such as cosmetic production, have given way to the latest type of finest factory construction. In some instances they have been made show places with a decided quality atmosphere where every visitor is welcome throughout the working day. Certainly in these plants, the old order of secrecy is definitely on the way out.

TYPICAL EQUIPMENT ADVANCES

Talc and face powder manufacturers were, until recently, content to mix their ingredients mechanically, with a little extra care in the case of the facial powders to insure uniform distribution of the color. Generally they looked to the millers and manufacturers of the various ingredients to provide powdered materials of reasonable uniformity and small particle size. Several are now installing or already using elaborate equipment to "grind" their powders during or after compounding to a degree of fineness never before deemed necessary or practical.

Colloid mills of various types are finding wider and wider application in cream, lotion and other emulsion work. Not only do they lend stability to the product but also a velvety smoothness otherwise unattainable.

ADVANCED FILTERING PRACTICE

Various advances have been made in filters, including porous stone plates that need not be replaced but only cleansed, higher capacities for given sizes and ease of cleaning and repacking, as well as filters and pumps of non-corrosive materials that will handle certain liquids that were difficult to handle and to impart brilliance and sparkle.

Of the two widely used types of air cleaners for bottles, each has inherent shortcomings. The rotary has the disadvantage of blowing the containers in an upright position with the tendency for the dust and glass slivers to fall back. The type that inverts the bottle before application of the jet of air, handles them in gangs and makes plenty of noise and, with certain shapes, some cullet. One equipment builder will presently announce a rotary cleaner that inverts the container and which, if it proves entirely workable, should add impetus to this trend toward air cleaning.

COLLAPSIBLE TUBE FILLING

Collapsible tube filling and closing equipment has also moved forward. Most notable perhaps is the end-weld type of closer. It flattens the end, then shaves it to uniform length, and then actually welds it shut. It can then be folded or left, as is, with attendant saving of length of tube ordinarily consumed in folds.

ELECTRIC EYE AND STERILIZING LAMPS

The electric "eye" is finding wider application. It is being used to count accurately incoming, produced and outgoing containers and cases. In conjunction with limit switches, it is also avoiding line conveyor jams.

Sterilizing lamps of two types are being utilized. Mounting over mixing machines and mounting on the assembly floor are becoming quite common with highly satisfactory results.

It may be advanced as almost axiomatic that packaging line speeds have been raised. It is the exception rather than the rule that production men are content to run packaging equipment at its manufacturer's rated capacity. Ten, fifteen and even twenty-five and thirty per cent above rated speeds are not uncommon, particularly on fully automatic equipment.

Variable speed drives, [*Continued on page 101*]

Full Steam Ahead For A Quality Year In 1939

Public demanding higher quality packages — World's Fairs will create more "quality" consciousness — "Modern" packages modified — Other improvements needed

by RUTH HOOPER LARISSON

AN unusual combination of circumstances is about to have significant and lasting effects on the cosmetic business in 1939. This will be more than just another new year. It will be new in ways never before experienced in this industry. Examine these conditions and their interrelationships and you will be able to draw valuable conclusions as a guide post for 1939.

LEGISLATIVE INFLUENCE

Through the enforcement of the Wheeler-Lea Act, cosmetic advertising improves, becomes stronger, and more authoritative. The Copeland Act is certain to clear away much of the litter of inconsequential and useless products which have always clung to the fringe of the industry like parasitic growths. New products of questionable value will not be tossed so haphazardly into the market. The planning and labor necessary to launch new products will lead manufacturers to bring out only such items as are worth all the trouble and routine which now becomes imperative.

A SWING TO QUALITY GOODS

And underneath all these points is a fast growing and insistent demand on the part of the public for better cosmetics—quality merchandise. Cosmetics must be formulated with the latest knowledge of scientific laboratories, employing the latest developments of raw materials, packaged with greater care and offered to the public on a sounder, reason-why basis. While this swing towards quality merchandise, which is already apparent, cannot be traced to the public's awareness of either the Copeland law or the Wheeler-Lea Act, if it had not set in, these two laws would sooner or later have brought it about. The timeliness of its advent together with the enforcement of these laws will doubtless hasten

Henri Bendel's new line combines dignity with distinction . . . Charbert's Grand Prix expresses a nice idea in a perfume package . . . Italian Balm is repackaged with a flair for classic beauty . . . Several powder bases have adopted new form both in product and package, as illustrated by Hampden's . . . Jeurelle bath salts are a gay, novelty package for a useful product, easily adjusted to the flowers of the season . . . Rose Laird has seriously considered the adolescent skin with a thoughtful line of needed preparations in trim, practical packages . . . While Harriet Hubbard Ayer has turned her attention to the cradle age with plastic packages of beauty and imagination . . . Bourjois' Triple Vanity hits a new high of functional achievement by including a lipstick in the compact . . . and now we have such amusing innovations as white rouge, black lipstick and liquid lip rouge, eye lifts, cleansing pads, carrot creams, hair lacquers, hanging soaps and other worthwhile and truly new items.

its secure establishment in the industry. It's a good thing for everybody—manufacturer, retailer and consumer, alike. The question has been raised on several occasions as to whether retail prices would have to be marked up since doing business under the new conditions increases costs quite definitely.

It is quite possible that some products will have to be marked up but the swing to quality goods may, on the other hand, help to balance individual manufacturer's budgets. Perhaps this is an over-optimistic attitude but it seems that fewer expensive mistakes are going to be made in this business in the future simply because manufacturers have been forced to take their business more seriously. And in the long run it has been the foolish mistakes, the useless experiments, directly contrary to known successful practice, which have in the past bled the business. Today, when profits are slimmer, every one is working harder to increase them intelligently. When profits came easily, it was indeed an "easy come easy go" affair.

THE WORLD'S FAIRS CAN HELP

Another angle for developing this quality market is offered by the two World's Fairs, the New York Fair and the San Francisco Fair. These will give manufacturers an opportunity to reach a wide cross-section of people the country over under beautifully controlled conditions and tell the quality story against a quality background. If enough manufacturers join in this method of publicizing their wares, the cumulative effect will grow pyramid fashion and so thoroughly dramatize the picture that no visitors to the Fairs will be left unaware of the importance of good quality cosmetics in daily life.

CHRISTMAS AS A YARDSTICK

Looking back through a number of years, it always seems that Christmas merchandise has invariably set the stage for the goods to be offered throughout the coming year. Even with a lean Christmas in view, companies making high-grade goods brought out some of the most attractive numbers that have been offered in years. The cosmetic counters were fairly loaded with unusual, original and imaginative packages, and, in some instances, radically new and improved products. The novelties were really novel, useful or decorative and often both.

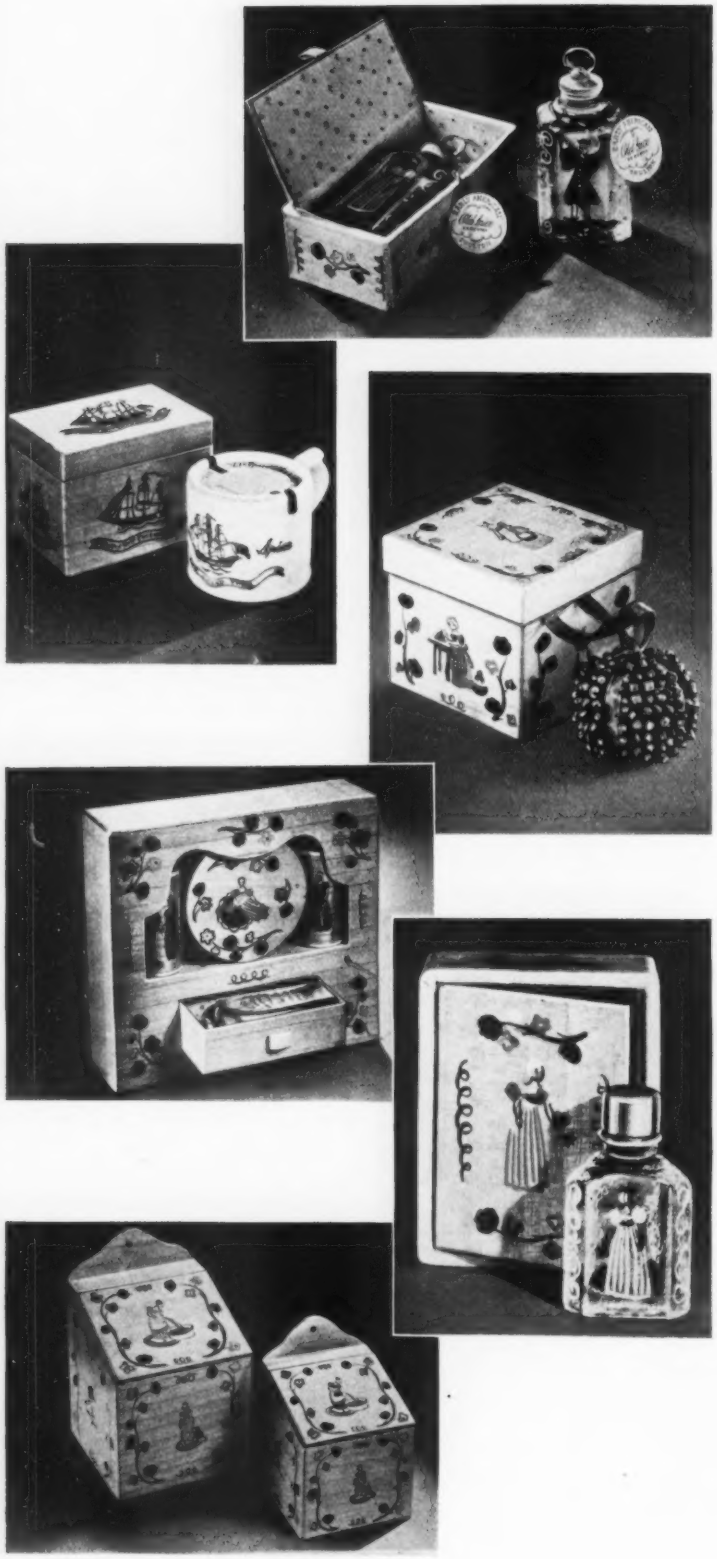
The staple numbers were so gracefully gift-wrapped that they took on the added importance of presents worthy to be included on responsible Christmas lists. For instance, small quantities of a number of good perfumes were ingeniously made into bell packages, Chrismas tree packages and tree ornament packages. Soaps came in new and clever forms; bottle caps were keyed to the season. So far as Christmas sales could be checked, every one seems very well pleased, and some companies are rather amazed at the volume of their business considering their expectations of a poor season. All in all, it wasn't so bad.

QUALITY IN MATERIAL DEMANDED

Manufacturers who are already making plans for their spring business are shopping in the materials market for improved packages. We know that a number of the makers of boxes, plastics, metal containers, etc., have been elated over the call for better goods. Obviously that means that 1939 will see this better merchandise on the counter. Customers in turn will have a wider comparison of goods from which to choose and their swing towards better numbers will be encouraged sufficiently so that this quality market which we are entering need not be a "flash in the pan" but the beginning of a sounder and better cosmetic business in general.

PACKAGE IMPROVEMENTS

Necessity, which has been the mother of invention, since man can remember, is helping rather than hindering this combination of circumstances. It seems certain that packages in 1939 are going to represent a new high in cosmetic packaging. The so-called "modern" designs have been with us long enough to have undergone the much-needed modifications of their crudities and are now more imaginative and actually—in many instances—beautiful. There must always be a relationship between fashions and cosmetics. Of course, makeup items are definitely a part of fashion and should always be considered as such. But all packaging reflects to some extent the wheel of fashion and in these days of the very feminine and very romantic mode the trend plays into the hands of cosmetics. For



Shulton's group of products is breath-taking American. Its sales during the holiday season testified to the value of building appropriateness and infinite care into cosmetics. Incidentally, Old Spice is earning laurels as a distinctly All-American perfume.

after all, what products are more feminine and romantic than cosmetics? This will perhaps reach its peak in 1939 and any manufacturer who wants to take advantage of the ultra feminine mode should key his cosmetics to it, at once—not wait until the swing perhaps turns in some other direction.

FEWER PRODUCTS—BETTER QUALITY

Probably between the beginning of this year and June, lines will be noticeably shortened. This will be a good thing in general. Moreover, it should help to allay the confusion at the counter when a woman has too many products in a single line from which to choose. There are beginning to be earmarks of some system and orderliness in this business which previously had been sadly lacking. A little more effort on the part of the makers and sellers of cosmetics in this same direction should have an effect of even further improvement.

A 1939 SCHEDULE FOR IMPROVEMENTS

If we break the business down under certain arbitrary headings and study their relative progress to date, this seems to be what we would find. Let's call the headings: Raw materials, Finished products, Packaging, Promotion, Advertising, Sales Costs, and Research.

Raw materials have improved faster in many ways than any other angle under the headings. Finished products, taking the market as a whole, leave much to be desired when judged by the improvements in raw materials, bases, etc. Promotion of one sort or another which every company does, even if it is only the enclosure leaflets, is still far, far behind. Advertising, which only a comparatively small number of companies use either in periodicals, newspapers or radio, is fairly good, but with a great deal of room for improvement. Sales costs, as apart from advertising or promotion, are one of the outstanding problems confronting every company. Here is perhaps the spot most in need of improvement. The swing to quality merchandise may help companies in that particular field but sales costs are still too high for most, if not all, companies. Why not let this year mark the first major improvements in this field? If a group of companies would devote sufficient study and research to sales costs problems, there is reason to believe they could be radically decreased. Cooperation from retailers would be necessary but they in turn would profit and should gladly give their help. The department, which too few companies have ever taken seriously—research—is another of the weakest spots in the industry. It is quite true that a number of large companies have excellently developed staffs for research but for some unaccountable reason small companies seem to think they can get along without research entirely. In these days of close competition, no company, large or small, is in a secure position without its research department, studying its products in the laboratory, its merchandise on the counter, its public relations with the consumer, and also—most important—its relationships with its competitors.

That's the 1939 picture—a very hopeful one.

EDITORIALS

THE NEW REGULATIONS

IT IS likely that there will be more litigation on the new food, drug and cosmetic regulations than on the law itself. The law is general in its scope: the regulations go into specific details. Experience will demonstrate the need for interpretation, amendment and repeal of regulations and the adoption of new ones.

It is regretted that the low exemptions, which came as a result of the work of consumer groups, were not raised; and the necessity for stating weight in terms of avoirdupois pounds and contents in fluid ounces, pints, etc., is likely to be a handicap. But, generally, it is felt that the Food and Drug Administration made a number of important changes in the provisional regulations to meet the requests of the industry. By doing this, it has impressed the industry with its desire to be fair and reasonable.

THE CASE OF SOAP

"WHEN is soap not a cosmetic?" The answer is likely to be, "When it is a drug." The Federal Food, Drug and Cosmetic Act, section 201, sub. g., defines drugs as (3) "articles *intended* to affect the structure or any function of the body of man or other animals." The word "intended" is significant.

Hence, if any therapeutic claims are made for a soap which is, under sec. 201 sub. i., exempted as a cosmetic, it is very likely to be deemed a drug and subject to regulation under the act. Claims made for any product determine its status as a drug or cosmetic. Consequently, it is likely that certain soap manufacturers may find that after all they may be called upon to prove their assertions and otherwise be subject to regulation.

UNITED FRONT NEEDED

FORTUNATELY, voluntary cooperation between the sponsors of the two proposed model state food, drug and cosmetic statutes came to relieve a situation which seemed likely to defeat the whole purpose of the food and drug and cosmetic groups to obtain a statute uniform in all of the states. Compromise and coordination of effort between the groups affected is needed in every way so that a single model statute may be introduced in the state legislatures with the united support of all. And it is of paramount importance also that the model state statute should be in harmony with and complementary to the federal statute. In each state where the statute is introduced, plenty of opposition from without will have to be overcome. Dissension from within may make this impossible.

ADVERTISING AGENCIES LIABLE

AT THE annual meeting of the Toilet Goods Association several speakers emphasized the fact that provisions in the Wheeler-Lea amendment to the Federal Trade Commission Act prevented *any* legal action against an advertising agency if certain information is given to the Commission. Throughout the industry also, the opinion is general that an agency is free from liability.

It is true that in a complaint filed by the Commission against a manufacturer under the Wheeler-Lea amendment, there is no cause of action against the advertising agency. But, as a skilled attorney points out, that does not bar nor estop any common law action that a consumer may have against a manufacturer or an advertising agency which may have been a party to some fraud or deception as a result of which the consumer sustained injury.

TIME MARCHES ON

FOR THOSE who may not be satisfied with their progress it has been suggested that they get out their files of ten or twelve years ago and jot down the names of the men at that time who were supposed to be the leaders. After each write down what has happened to him. If you were in business then, at least you still are. What about the others? There were some failures, numerous changes and there are many missing faces. Maybe you didn't make a fortune in the last decade or so. You kept going though; and many stuck with you when they dropped some of the others. Isn't there some satisfaction in that?

WHAT IS AHEAD FOR 1939?

THERE is no doubt that all of the important business indices are turning upward.

Three responsible business executives: one from the toilet preparations industry, one from the flavoring extract industry, and one from the soap industry in their analyses of the situation, are optimistic with sound reason.

CLEANER, SMALLER STOCKS ON HAND

Paul Douglas, vice-president, Parfumerie Bourjois, Inc., New York, N. Y.—"It is our opinion that the prospects for 1939 are the brightest the industry has faced for a number of years.

"1938 did not compare very favorably with 1937 as regards total amounts of merchandise shipped, although the last six months of 1938 indicated renewed activity and movement of merchandise. This, combined with conservative purchases on the part of the stores during the past holiday season, will undoubtedly have resulted in cleaner and smaller stocks than were on hand January 1, 1938."

PROPER LEGISLATION LIKELY

George Armor, vice-president, McCormick & Co., Baltimore, Md.—"Business during year 1938 in some lines shows a decrease in comparison with year 1937. However, since late August there was a marked improvement and the outlook for 1939 is most promising.

"Business has been heavily taxed by the Federal Government as well as by several states. Taxes are ever increasing and profits during the past year were smaller in comparison with previous years.

"Federal taxes should be reduced. Manufacturers who use alcohol in the preparation of pharmaceuticals and drug products are hopeful that the Federal Government will pass a law that will reduce the tax on non-beverage alcohol, enabling manufacturers to lower their prices of pharmaceutical preparations and food products in which alcohol is a component part.

"The new Food, Drug and Cosmetic Act which was lately passed by Congress will become effective during 1939 and the several states should remodel their Food and Drugs Laws to conform with the national law.

"The Wagner Labor Act should be amended to enable employer and employees to meet on common ground and discuss working conditions."

WHY A NEW RECORD MAY BE BUILT

F. A. Countway, president, Lever Brothers Co., Cambridge, Mass.—In his remarks at the opening of the annual meeting of the Association of American Soap & Glycerine Producers, Inc., Mr. Countway said in part:

"Not everyone realizes that since June 1938, we have seen the most rapid rise in business activity on record, with the sole exception of the pre-N.R.A. boom of 1933. Steel production has more than trebled the low point of mid-summer. In automobiles the most pessimistic prophet in the trade estimates that 1939 will see at least 25 per cent more cars produced than in 1938.

"Building construction, which is badly in arrears, has been showing surprising strength in the last few months. If we can bring it back to the level of the years 1923 to 1929, we shall bring about the re-employment of 1½ to 2 million men in the construction and building materials industries alone. This would help greatly in curing the sorest spot in our economy, viz., the railroads, and its effect would be felt throughout the economic system.

"Most sound economists declare that what we need most is a substantial recovery in the capital goods industries. A factor which we should not overlook in this regard is the likelihood of a large armament program.

"We have all seen too many false starts in the last few years to get unduly excited over signs of improvement. But things do look promising right now. There is now every indication of closer cooperation between government and business, which should afford a favorable basis for growth and expansion.

"Just to remind us all of what expanding business can do, I should like [*Continued on page 98*]

Babson's Business Blueprint For '39

BUSINESS:	Twenty Per Cent Gain Over 1938
TREND:	Gradual Uptrend With Second Half Best
CONGRESS:	Relief from New Anti-Business Legislation
PRICES:	Moderate Increases From Current Lows
FARMS:	Produce Prices To Rise; Income Higher
LABOR:	More Jobs, Steady Wages, Increased Strikes
RETAIL TRADE:	Ten Per Cent Gain; Price-Tags Marked Up
LIVING COSTS:	Food, Clothing To Lead Five Per Cent Rise
BUILDING:	Major Prop To 1939 Gains In All Industries
REAL ESTATE:	Rents Steady; Values, Activity Higher
SECURITIES:	Stocks and Medium Grade Bonds to Advance
FOREIGN:	No War For U. S., England Or France
SUMMARY:	1939 To Be Far Better Year Than 1938

PAUL DOUGLAS

F. A. COUNTWAY

GEORGE ARMOR

desiderata

by MAISON G. DE NAVARRE

Face Powder You don't have any idea of how much you can improve your face powder by adding a little pre-fix to it. One of the commonest and most useful agents is a material sold as "amber lumps," or "synthetic ambergris." A little of this—as little as 1:1000—spread out in benzyl alcohol or benzyl benzoate will cut that *earthy* odor more than you know. Any of the suppliers of aromatics have such a material to offer.

Avocado Oil Elsewhere in this issue you will find an abstract of an article on the analysis of avocado oil for vitamins. If you don't happen to read it, suffice it to say that a well known vitamin authority, upon testing the oil, found little or no vitamins A, D and E. This is not at all surprising to the writer, but it will be to many who have been using it for this particular "vitamin" effect—which isn't there. Don't believe everything you are told about special effects in particular oils.

Glue The British contemporary, *Manufacturing Perfumer*, offers the following formula as satisfactory cellulose wrapping adhesive. Dissolve 7 parts of calcium chloride in its own weight of water. Place 5 parts of leaf gelatin into 88 parts of water brought to just below the boiling point. Mix the two solutions while hot.

Foam Bath By mixing together 75 parts of sodium sesquicarbonate crystals and 25 parts of wetting agent along with suitable perfume, a very nice foam bath mixture can be made. Place about 1½ ounces or so in the bath, let the hot water come in full force, and you will be surprised at the foam produced. Use alkali stable perfume and color.

Suspending Pigments Fantus & Dyniewicz have recently published in the *Journal of American Pharmaceutical Association* an article on a series of skin colored therapeutic preparations. One of the outstanding things found—from the point of view of cosmetics—is that 3 per cent bentonite gives "body" to liquid powders, as well as greatly slowing up sedimentation. Makers of liquid powder should find this information interesting.

Nail Enamel A lot of nail enamels seem to have something wrong with them. A few of the expressions heard are: "doesn't wear well," "peels off," "colors are not right," "doesn't spread evenly," "rots the cloth," etc. Wonder why the makers of nail enamel don't investigate their products more? There are apparently *certain* polishes that seem to satisfy the consumer.

Since nail enamels are made by a few houses specializing in this field, maybe a little research scholarship would not be amiss.

Corrosion A new booklet on corrosion prevention has just been printed by a supplier of numerous compounds intended for the purpose. If you are interested in a lot of information on corrosion, boiled down to easy and quick reading, you ought to have this booklet on hand. You can probably save yourself a good deal of cash with the help offered.

Labeling The new Food, Drug & Cosmetic Act with its resulting regulations will force many old labels to change dress. It is a good thing in some cases, as it affords an opportunity to "dress-up" as well as make the labels comply with Federal requirements. Whatever you do on language, be careful of your claims. Be sure you can prove them. And if your product claims therapeutic properties, IT IS A DRUG, and as such comes under an entirely different set of rules.

Soluble Resin A new soluble resin intended for use in hair lacquers has just been offered to the trade. It is soluble in water and alcohol. Clear transparent films are produced and the same can be readily washed out with ordinary water. This material serves as a base for the increasingly more interesting hair preparations called "hair lacquers."

Glyceryl-Soybean Under the name of *glyceryl mono-soybean*, one supplier offers an oily like product that can be very useful in the manufacture of cosmetics. Apparently the fatty acids of soybean oil are esterified with glycerine. Just what else the material contains is hard to say. But it does have a nice lubricating property and will probably be used in such cosmetics as lubricating and body oils, baby oils, lipstick, lubricating creams and others. The material has a pleasing odor.

Deodorants Two new aluminum salts of use in deodorants are the *citrate* and *sulphorcarbolate*. Solubility is good, stability likewise. It is odorless and very astringent. An advantage in using these chemicals is that on hydrolysis the acids liberated are much weaker than either hydrochloric or sulphuric acids. One particularly good place where these salts can be used is in the preparation of deodorant creams.

Transparent Cement

IN making displays for show windows, display cases or the like, when it is desired to place photographs directly upon the glass, printed side up, the following transparent cement is easily made and acts effectively:

Glycerine	4 parts
Gum arabic (best selected)	4 parts
Powdered gum tragacanth	1 part
Distilled water	32 parts

Dissolve the tragacanth in half the water, the gum arabic in the other half. Mix the solutions and incorporate the glycerine and mix thoroughly. For satisfactory results it is especially important that the gum arabic be of the best grade. If the preparation is not as clear as desired, it may be filtered through absorbent cotton for further clarity.

Restyling the Woodbury Family

Redesigned line of Woodbury products showing Greek key motif on every container; colors of labels are complementary.

1 *Conference analyzing old designs between R. W. Orr, vice-president, Lennen & Mitchell, Inc.; P. W. Lennen, president; R. V. Beucus, Woodbury vice president.*

2 *Georges Wilmet, president, DeVaulchier, Blow & Wilmet, Inc., sketches redesign.*

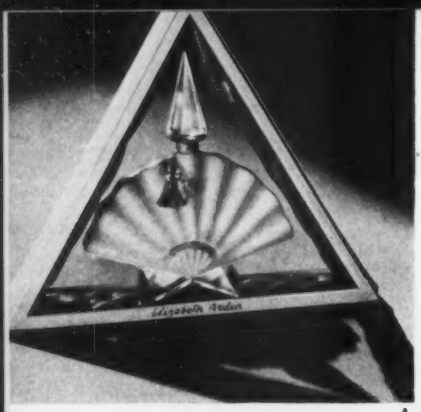
Three of the 88 sketches for Woodbury bottles submitted in redesign plan. Note variation in bottle tops and position of motif.

Purpose of the recent redesign of Woodbury products was to have a common theme for identification as a family group. The problem of choosing a design, suitable to the tastes of both men and women, was settled with the selection of the Greek key motif. Variation in lettering and base colors distinguishes the individual products; other differences are white plastic caps for bottles of the women's line, black for men's. Family tie-in was especially evident in Christmas gift packages. First conference on revision of design occurred a year ago, between Andrew Jergens, president of John H. Woodbury, Inc., and Robert W. Orr, vice president of Lennen & Mitchell, Inc., the account agency. DeVaulchier, Blow & Wilmet, Inc., industrial designers, restyled all products—jars, boxes, collapsible tubes and bottles. February advertising makes no mention of redesign but does show the new packages.

Photographs, Robert Disraeli

3 *S. DeVaulchier and Mr. Wilmet confer on motif to be used for the Woodbury family.*

4 *Mr. DeVaulchier discusses family features of redesign with Mr. Beucus and Mr. Orr, (Mr. Wilmet standing), using sketches, blueprints, and catalin dummies of bottles.*



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NEW PACKAGES

1 . . ARDEN: "Cyclamen" the most popular of the newer Arden make-up colors has been translated into a new perfume. The new fragrance is described by its creator as gay, vibrant and "as provocative as laughter." The fluted white bottle is touched with gold, topped with a crystal stopper and framed in a triangular transparent white edged box lined in quilted Cyclamen satin.

2 . . ANTOINE DE PARIS: The popular Rue Cambon perfume now comes in eau de cologne in an interesting package in black and cream, touched with rasberry and icicle blue. The straight-lined bottle is solid and easy to handle and has a gold and raspberry cap. A decalcomanian label printed in raspberry and icicle blue is used. The box has an attractive outer wrapping of heavy icicle blue foil paper with a touch of raspberry.

3 . . YARDLEY: This firm looks to Spring 1939 and presents its April Violet perfume in a new package, as dainty and feminine as the fragrance. The bottle stands on a white plastic base and its shiny cap shows through the top of the white and gold box.

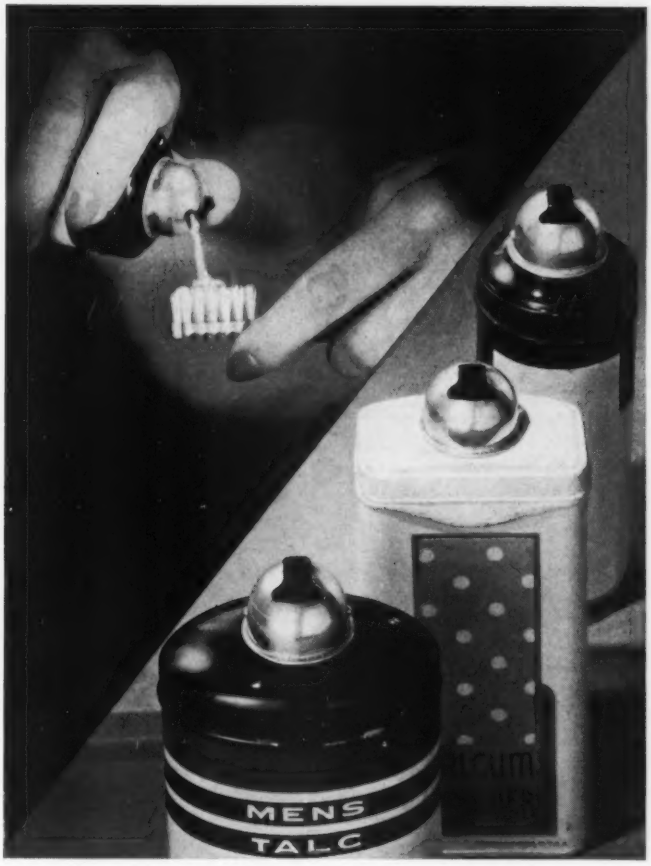
4 . . JEURELLE: This company's latest bath luxury is a bath liqueur, a grass green bath oil with a refreshing fern odor, presented in a brandy bottle. The cap of the bottle is covered with yellow chamois, bound with heavy green cord. The label, designed like a royal crest, has a color scheme of dubonnet, gold and green. The liqueur is packed for shipping in a wooden box containing excelsior. It comes in pint and half pint sizes.

5 . . PÉRUGIA: The new perfume created in this well-known Parisian bootmaking establishment has been named "Atmosphère" indicative of the light, gentle aura it casts off. The bottle is artistically cut and fits snugly into the light green and cream colored base of the box which has transparent acetate paper on five sides. The perfume is imported into the United States exclusively for Saks-Fifth Avenue Store.

6 . . RAYMOND LABS.: The new Dona Ray One Minute Facials, another cleansing pad item, are presented in a neat dubonnet and white package. The frosted glass jar has a dubonnet metal screw cap. The convenient plastic disc for the purse is held to the jar by the transparent paper covering.

7 . . DALE S. DAVIS' ASSOCIATES: The Renaud line of imported perfumes has been colorfully packaged in pocket-sized vial ensembles enclosed in striking leather cases with snap or zipper closures. The gold metal screw caps harmonize with the gold metal foil labels upon which the cameo of a young mademoiselle appears. The perfumes come in three floral odors: sweet pea, gardenia and orchid. Kimble non-breakable glass vials are used.

8 . . ROSE LAIRD: "Foxglove," a new



Scovill's

NO-KAP CLOSURE

aids your product's appeal

PRACTICAL, beautiful, the No-Kap Closure is finding application on containers for all granular materials including tooth powders, talcum powders, salt, pepper and other spices, granular soaps and cleaning powders. It is an excellent pouring device for liquids.

Working on the principle of two perfect hemispheres sliding against each other under pressure, this new development lends itself to virtually *every* use that can be made of a dispensing closure.

Advantages: (1) operated by *one* hand. (2) opening or closing is faster. (3) pouring is easier. (4) distinct eye appeal. (5) if bottle or can is accidentally tipped after closure is shut, contents do not spill.

The No-Kap Closure is now available in a combination of aluminum and plastic, with the aluminum in natural color, or in any of Scovill's brilliant Indurited finishes.

Scovill will be glad to apply samples of this new closure to your containers for your inspection and tests. Any Scovill office below is at your service.

The Majority of Brands of Cosmetics in Leading Stores Have Scovill-made Containers .... as in Burdine's, Miami, Florida, where two-thirds of the brands are made by Scovill customers.

SCOVILL
Masters of Metal

SCOVILL MANUFACTURING COMPANY

Drug and Cosmetic Container Division

79 Mill Street ★ Waterbury, Connecticut

Boston, Providence, New York, Philadelphia, Lynchburg, Va., Syracuse, Pittsburgh, Detroit, Chicago, Cincinnati, San Francisco, Los Angeles. IN CANADA: 334 King St., East, Toronto, Ontario

co-ordinated make-up, is presented by this house in vivid foliage green enamel containers with white and ebony touches. The pinkish purple of the petals of this bell-shaped English flower appears in the lipstick and rouges; the eye shadow has the subtle purple of the petal lining; the mascara a rich purply black. The make-up is designated by the creator for use outdoors as well as indoors with clothes having purplish tones.

9 ..CHARLES OF THE RITZ: A handsome new double compact in a large convenient size is this firm's latest offering. It is of burnished gold and designed so that it can easily be monogrammed. The front compartment is for loose powder. The back compartment is for a rouge to be selected separately by the purchaser. The puffs have the characteristic Charles of the Ritz cerise color.

10 ..CHANEL: New duos are offered by this Paris house in eau de cologne and talcum sets. The packages bear the striking simplicity so characteristic of all Chanel presentations. The talcum comes in a glass cylinder with black lettering around the top and a black screw cap over the sifter arrangement. The eau de cologne comes in a straight lined flat bottle with a black plastic cap. The outer boxes are white with black edged bases. The sets are obtainable in three sizes and three odors: No. 5, Gardenia, and, in the eau de cologne only, Cuir de Russie.

11 ..HARPER METHOD: A new, chemically inactive ingredient, which replaces the zinc composition, now makes this company's powder finer in texture and lighter in weight. The new powder has a new package—a large, square box with a hinged cover. The design is patterned after the new Harper labels in harmonious red and ecru colors touched with black.

12 ..JAMIN: This newly organized concern offers four new perfumes, each in extract and eau de cologne form. The perfumes are compounded here and bottled in imported crystal flacons. They are called: Secret de Paris, Les Mots Nouveaux, Attitude, and Plaisir d'Amour, all light bouquet odors. The flacon in which the perfumes are bottled has been cut in a geometric pattern. The outer box is cream-colored, edged and printed in gold to conform with the label on the bottle. The eau de cologne bottle has a hexagonal shape. The molded cap is black and the cream colored label is printed in blue.

13 ..FABERGÉ: The crisp "woody" outdoor fragrance of this perfumer's new creation "Woodhue" is personified in an attractive presentation. The new odor comes in eau de cologne as well as perfume and both are bottled in sleek crystal flacons with natural walnut wood caps over the leak-proof tops which must be tapped against the skin before they open. The "woody" motif is carried through on the outer box.

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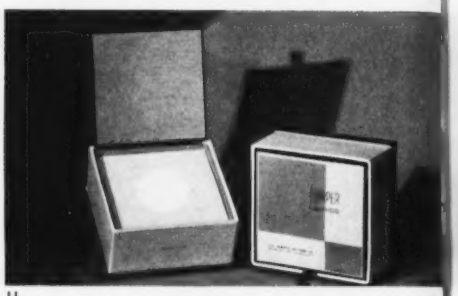

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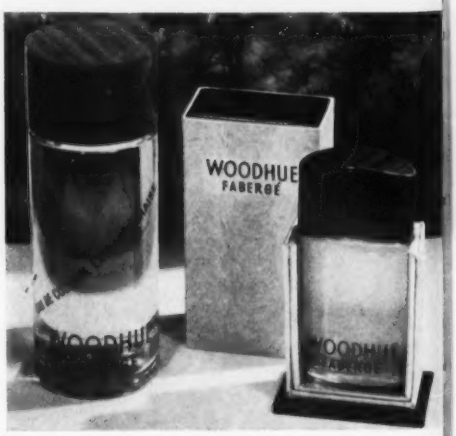

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TURNER TUBES

SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of COLLAPSIBLE TUBES since 1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

NEW PRODUCTS and PROCESSES

Atomizing Spray

A newly designed atomizing spray especially useful for hairdressers and beauty operators, but not limited to this purpose, is offered by Glass Industries of America, Inc. The new spray is all glass; the wide mouth, it is pointed out, makes it easy to clean. Each spray, the makers state, is made of the finest glass, individually tested and guaranteed to work accurately. And, it is added, it sprays hair lacquers, brilliantine, waving lotions, scalp treatment preparations, oil, perfumes, deodorants and other liquids without waste. Further details may be had on request.

New Spray

Transparent Packaging

A new Transparent Packaging division is announced by W. C. Ritchie and Co., Chicago, for 73 years designers and manufacturers of set-up paper boxes and fibre cans.

Sales and promotion of the new division will be under the direction of George S. Denning, vice-president, who states that operations are now under way through enlarged design and production facilities.

Many unusual packaging developments, combining the economy of the set-up paper box with the display value of the transparent material, will soon be available, according to Mr. Denning.

Mounting Bottles on Cards

For attaching perfume vials or for mounting perfume bottles or other articles on display cards or in boxes conveniently and economically, an elastic with a metal bob is offered by the J. Radley Metzger Co. Samples are available for the asking.

Vue-Pak Plastic

A new, clear, transparent cellulose acetate plastic named Vue-Pak is announced by the Plastics Division of the Monsanto Chemical Co. It is claimed to be particularly suitable for rigid and semi-rigid merchandise packages and containers, and, it is added, it will be available in any desired color in addition to clear transparent.

CATALOGS AND DEVELOPMENTS

An Art Calendar, beautifully printed in color showing views in Switzerland at various seasons of the year, was sent to all customers by Firmenich & Co., New York, N. Y., as a Christmas token.

A Handy Booklet in diary form with much practical information has been sent to the trade by the Interstate Color Co., New York, N. Y.

The Large Assortment of cork tops, caps, stoppers, tubes and bottles offered by Les Etablissements J. P. Grussen, Paris, Fr., are graphically illustrated and described on a handsome 34-page booklet. The latest prices are also given.

Several Interesting Views of the interior and exterior of the new glass brick building of Magnus, Mabee & Reynard, Inc., at 16 Desbrosses St., New York, N. Y., into which the company moved in May, 1938, are shown in the November-December price list of the company.

Ideals, Ideas and Skill is the way the research work of the Merck Research Laboratories is described in the January price list of Merck & Co., Rahway, N. J. All products are listed with prices.

A Bibliography on chain store literature, "Telling the Chain Store Story," has been published by the Institute of Distribution, Inc., New York, N. Y. The booklet gives a complete listing of all books and publications relating to chain stores as of October 1, 1938.

A Folder, "Octyl Alcohol — Anti-Foaming Agent," has just been published by Carbide and Carbon Chemicals Corp. It summarizes the use of octyl alcohol as an anti-foaming agent in a variety of applications. Wherever aqueous solutions cause undesirable foaming, octyl alcohol can be used with successful results, it is stated.

The publication tells how to use the new alcohol and also presents its important physical and chemical properties. Copies are available on request.

NEW PUBLICATIONS

The Merchandising Department of the New York World's Fair 1939, Inc., has issued a 96-page catalog which lists all the manufacturers who, to date, have been granted license to use the New York World's Fair names, emblems, designs, insignias, etc., in connection with their merchandise. The catalog is also a partial exhibit of merchandise imbued with World Fair designs, motifs, and insignia already presented by licensed firms. The procedure for obtaining license privileges is outlined as well.

All the Formulas for denatured alcohol now acceptable are listed in a pamphlet published recently by the Bureau of Internal Revenue. In addition, specifications for the denaturants and uses to which the various S.D.A. formulas may be put, are listed. This is a revision of the appendix to alcohol tax regulations No. Three.

"That Difficult Age" and the problems of adolescent grooming are treated by Kathleen Mary Quinlan in the leaflet *Guard Your Daughter's Natural Beauty.*

A Short History of Soap is given in the leading article in the December issue of *Priorities,* from its real beginnings with Leblanc's findings to its present growth and importance. Longfellow's Christmas poem appears on the front cover of this house organ published by the Prior Chemical Corp., 420 Lexington Ave., New York, N. Y.

The Herb Farm Shop of London Ltd. lists all of its products in a 16-page catalog which may be had by writing to the company at 347 Fifth Ave., New York, N. Y.

TECHNICAL ABSTRACT SECTION

JANUARY 1939

The brief abstracts listed in this section provide you with a convenient key to the current scientific literature of the world on perfumes, cosmetics, toilet preparations, soaps, etc.

A—Analysis
B—Perfumes
C—Essential Oils
D—Cosmetic General
E—Deodorants
F—Depilatories
G—Creams General
H—Emulsion
I—Face and Other Powders
J—Make-up
K—Shampoo
L—Soaps
M—Dental Preparations
N—Antiseptics
O—Hair Preparations
P—Sun tan Preparations
Q—Miscellaneous
R—Oils and Fats
S—Shaving Preparations
T—Skin Absorption
U—Dermatitis
V—Manicure Preparations
W—Face Masks
X—Foot Preparations
Y—Permanent Waving

Compiled by Maison G. deNavarre, Technical Editor of The American Perfumer * * *

THE AMERICAN PERFUMER

A Analysis

Adulteration, Detection of in Guinea Orange Oil, M. G. Igolen. *Revue d. Marques, Parf. d. France,* **16,** *No. 10, 87, 1938.* Guinea orange oil sometimes carries as much as 10% kerosene or other petroleum derivatives. Because the resulting analysis is still within the limits, this adulteration is difficult to determine. The author reviews various methods previously developed by other workers. The test finally developed by the author detects as little as 0.5% petroleum derivatives.

Aldehydes, Test For With Barbituric Acid, L. Rosenthaler. *Mikrochem.* **21,** *216, 1937.* A saturated solution of barbituric acid in fuming HCl gives precipitates with benzaldehyde, anisaldehyde, cinnamaldehyde, vanillin, piperonal and furfural. Specific crystals can be recognized (Through *J.A.Ph.A.*)

Aluminum, Determination of in Aluminum Powder, A. Mankovich. *The Chemist Analyst,* **27,** *No. 3, 62, 1938.* The author describes a method overcoming the drawbacks of other analyses. Complete details are given.

Boric Acid Test, M. G. deNavarre. *Prop. Drugs,* **24,** *9, 1938. No. 10.* The author describes a sensative test elaborated by Zorkine. An 0.05% solution of carmine red inconcentrated in sulphuric acid changes from red to blue, in the presence of boric acid.

Cacao Butter, Detection of Foreign Fats in, G. Ghimicescu & G. Kotis. *Ann. sci. univ. Jassy* **24,** *91-2-Pt. I, 1938.* Three grams of the sample are dissolved in 6 grams of ethyl ether at room temperature and the mixture is placed in a freezing bath at 0°C. At this temperature no turbity or crystallization should appear within 7 minutes. (Through *C.A.*)

Calcium Phosphates, X-Ray Diffraction Studies of, H. C. Hodge, M. L. LeFever & W. F. Bale. *J. Ind. & Eng. Chem., Anal. Ed.,* **30,** *156, 1938.* Commercial primary and tertiary calcium phosphates vary from their theoretical composition. The secondary salts are more constant and are practically the same as their theoretical composition. Tests substantiating these contentions include crystallographic studies after igniting the salts at 900°C.

Camphor, Menthol and Methyl Salicylate, Determination of in Mixtures, K. K. Andersen. *Dansk Tidss. Farm.* **11,** *208, 1938.* A correction must be applied to the determination of camphor by the dinitrophenylhydrazine method, which corrections are listed. Menthol is determined on the ethereal extract of a steam distillate, by acetylating. Methyl salicylate by saponifying the ethereal extract, and then brominating the salicylic acid. Camphor by the dinitrophenylhydrazine method. (Through *Quart. J. Pharm. & Pharmacol.*)

Color Reactions, Synthetic Aromatics, Volatile and Fatty Oils, S. Sabetay. *Reichstoff Ind. Kosmetik,* **13,** *84, 1938.* Bezssnoff's reagent gives a blue color with benzylidene acetone, linalool, ionone, limonene, citronellol, acetate, and geraniol. A group of other aromatics tested did not react.

Determination of Anisic Aldehyde, Piperonal and Heliotropin, with Chloramine; T, R. Airoldi. *Rivista Italiana,* **20,** *No. 9, 326, 1938.* A new method for the determination of anisic aldehyde, piperonal and heliotropin using sodium-p-toluenesulfochloramid (Chloramine T.). The method is quantitative.

Formaldehyde, Determination, M. G. de Navarre. *Prop. Drugs,* **24,** *14, 1938.* The author describes the method of Heim, which gives more accurate results than the A.O.A.C. method now used. The method is especially useful when small concentrations of formaldehyde are present. In a known mixture containing 0.20% formaldehyde, 0.19% was found by Heim's technique and only 0.009% by the A.O.A.C. method. Heim's technique is: extract original solution two times, with a mixture of petroleum ether 2 and ether 1; use half as much solvent extractive as sample; to 10 ml of extracted sample add 100 ml of 0.1M silver nitrate, 1 ml HCl and 3 ml 25% NaOH, in rapid succession. Filter, wash free from chloride; dissolve reduced silver in warm 1:3 HNO_3 and titrate with n/10 ammonium thiocyanate solution with ferric alum indicator.

Glycerine, Determination of, R. Cuthill & C. Atkins. *J. Soc. Chem. Ind.,* **57,** *89, 1938.* To a mixture of 10 cc. of approximately 0.025M glycerol solution and 50 cc. 0.1N ceric sulfate, add 50 cc. of 2N sulphuric acid and boil under reflux for one hour. Cool, add 1 cc. of 0.01% xylenecyanol FF and titrate the xs of ceric sulfate with 0.1N ferrous ammonium sulphate. Glycerol may also be determined, using standard hypobromite solution titrating xs iodometrically. (Through *J.A.Ph.A.*)

Glycerine, Determination in Aqueous Solution, O. Juhlin. *Z. Anal. Chem.* **113,** *339, 1938.* A rapid method of determining glycerine is described. A sample containing 0.002 to 0.004 grams glycerine is weighed into an Erlenmeyer flask, neutralized with 0.1N KOH to which is added 10 cc. of 0.1% solution bromine water. Stopper, and after standing 15 minutes, 10 cc. of 10% KI solution is added with 50 to 100 cc. water. Liberated iodine is titrated with 0.1N thiosulphate. Percentage glycerine is $9206.4n(a - b)2e$, where *a* and *b* mls. are the titration results obtained in a blank and sample respectively; *n* is the normality of thiosulphate and *e* is the milligrams of sample used. (Through *Analyst.*)

Glycerine, Determination of in Cosmetics, J. Morello. *la Parfumerie Moderne,* **32,** *55, 1938.* Chaumeil's HIO_3 method is applied to the determination of glycerine in different types of cosmetics.

Glycerine and Glycol, Determination of by Acetin Method, V. Oehman & G. Laurent. *Svensk. Kemish Tidskrift,* **50,** *35, 1938.* Using Verley's technique, the authors develop a method of analysis in which the samples of glycerol or glycol can contain large quantities of water. After esterification, the sample is titrated with 0.2N sodium hydroxide in the presence of cresolphthalein. A blank must also be run. (Through *Recherches.*)

Glycerine Testing, Cause of Error in, V. Lucas. *Rev. assoc. brasil. farm.* **19,** *253, 1938.* The pharmacopoeial test for carbonizable impurities must be conducted at a cool temperature,

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inasmuch as even pure glycerol will develop a brown color if the temperature is allowed to rise too high. (Through *C.A.*)

Glycerol, Determination of, S. H. Bertram & R. Rutgers. *Rec. Trav. Chim. Pays-Bas*, **57**, *681, 1938.* This method utilizes the property of glycerol, and other hydroxy compounds in which two hydroxyl groups are found in adjacent positions, to form complexes with copper in alkaline solution. Potassium iodide is added to the clear solution after centrifuging, and is titrated with thiosulphate. Each cc. = 9.1975 Mg. glycerine. (Through *Recherches.*)

Isopropyl Alcohol in Alcohols, Detection of, M. Metra, L. Lessge & F. Descatoire. *Ann. Falsificat.*, **31**, *218, 1938.* Method based on oxidation of isopropyl alcohol to acetone, and detection of acetone with modified *Imbert* color reaction. Bromine water is used in the oxidation. (Through *Analyst.*)

Isopropyl Alcohol as a Solvent for Free Acid Titration, G. W. Agee, *Oil & Soap*, **15**, *189, 1938.* Isopropyl alcohol is suggested as a substitute for S.D.A. 30 as solvent in titrating free fatty acids in crude oils. This eliminates the necessity of special permits and bonds. Cottonseed oil is perfectly miscible in isopropyl alcohol and hence titration is simple.

Maleic Anhydride As Analytical Reagent for Essential Oils, W. Sandermann. *Seifensieder Ztg., 65, 553, 1938.* A yellow color due to reaction involving a diene and maleic anhydride is formed by: a-phellandrene, ergosterol, abietic acid, resorcinol, hydroquinone, isoeugenol, pyrocatechol, anethole, carbazole and certain terpineols. The color reaction may help in detecting adulteration.

Notes on Gutzeit Arsenic Test, R. S. Rosenfels. *J. Assoc. Official Agr. Chem.* **21**, *493, 1938.* A 4% solution of mercuric bromide in 95% alcohol is stable over a six-month period, provided it is filtered just before impregnating the test paper strips. On standing three weeks, the papers were less efficient.

Petroleum Waxes, Analysis and Composition of, D. S. McKittrick, H. J. Henriques & H. I. Wolff. *J. Inst. Petroleum Tech.*, **23**, *616 & 628, 1938.* Wax in oil or vice versa is determined by crystallizing from dichlorethane or chloroform at —35°C or —55°C. Use 75 cc. solvent per gram of oil or wax. Dichlorethane removes low and high melting waxes. Chloroform is preferred for paraffinic oils. Dichlorethane gave sharper wax fraction separations. Physical properties of 95 pure hydrocarbons are tabulated. Wax fractions can be recognized from refractive index and melting points. High melting waxes consist chiefly of normal paraffins, while lower melting point products are isoparaffins, naphthenes and aromatics. Petrolatums are mixtures of moderately hard waxes and oils of low pour point. Various American crudes and isolates are analyzed and described. (Through *J.A.Ph.A.*)

Saponification of Mohwa Oil, Study of Kinetics of, R. K. Gobhil & N. G. Chatterji. *Indian Soap J.*, **5**, *9, 1938.* The authors review previous work. To be continued.

Saponification of Mohwa Oil, Study of the Kinetics of, Part II, R. K. Gobhil & N. G. Chatterji. *Indian Soap J.*, **5**, *101, 1938.* A description of the experimental part of the work, with five tables and charts. To be continued.

Simple Melting Point Outfit, J. Werner. *Ind. & Eng. Chem. Anal. Ed.*, **10**, *685, 1938.* The author describes and illustrates a simple apparatus, utilizing an ordinary 400-cc. beaker into which a 4-mm. pyrex glass tubing is sealed at an angle slightly less than 45°.

Sulphate Titration, W. A. Peabody & R. S. Fisher. *Ind. & Eng. Chem. Anal. Ed.*, **10**, *No. 11, 651, 1938.* Tetrahydroxyquinone indicator used externally and in a newly developed solution greatly facilitates the direct titration of sulfate ions in colored solutions. Phosphate ions interfere.

Sulphur, Determination of in Wetting Agents, R. Hart. *Ind. & Eng. Chem. Anal. Ed.*, **10**, *688, 1938.* A new method of determining sulphuric anhydride in sulphonic and sulphuric acid esters. The respective compound is converted to the ammonium salt, and the ammonia is then determined in the latter.

Universal Indicator, range 1.2 to 12.7 ph, F. Cuta & K. Kamen. *Pharm. Abs.*, **4**, *415, 1938.* A mixture of the following indicators with their proportions changes color throughout the range mentioned: In 1 liter of ethyl alcohol is contained sym-trinitrobenzene 1.1250 Gm.; phenolphthalein 0.0355 Gm.; o-cresol-phthalein 0.0300 Gm.; dibromothymolsulfonphthalein 0.100 Gm.; methyl red 0.220 Gm.; methyl orange 0.0085 Gm.; and pentamethoxyl red 0.0500 Gm. Unless anhydrous ethyl alcohol is used, a precipitate forms as the result of an inter-reaction between pentamethoxyl-red and bromthymol blue. In anhydrous methanol, the mix is also stable, and in as much as most of the indicators mentioned are more soluble in methanol, this is a desirable solvent.

B Perfumes

Aldehydes, Test For With Barbituric Acid, L. Rosenthaler. *Mikrochem.* **21**, *216, 1937.* (See item under Section A.)

Chypre Perfumes, von Florarom. *Deutsche Parf. Ztg.*, **24**, *401, 1938.* Five formulas of various types of chypre odors, with description of compounding.

Color Reactions, Synthetic Aromatics, Volatile and Fatty Oils, S. Sabetay. *Reichstoff Ind. Kosmetik*, **13**, *84, 1938.* (See item under Section A.)

Coumarin, N. Sabbatini. *Rivista Italiana*, **20**, *No. 11, 397, 1938.* A review of methods used in synthesizing coumarin with five perfume formulas which include it. The synthesis of *b*-methyl coumarin is also described.

Cyclic Acetals in Perfumery, G. Igolen. *Les Parfums de France*, 16, *167, 1938.* A brief description of uses with references.

Exotic Woods in Perfumery, Anon. *Soap, Perfumery & Cosmetics*, **11**, *903, 1938.* Some of the exotic woods mentioned are rosewood, cedarwood, sandalwood and guaiac wood. Sandalwood substitutes and esters are described.

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Fixatives, S. Isermann. *Progressive Perf. & Cosmetics, Sept., 83, 1938.* Carnation, gardenia and narcissus fixators are discussed.

Fixatives, S. Isermann. *Progressive Perf. & Cosmetics, Oct., 94, 1938.* Fixatives for violet, bouquet-type and oriental odors.

Fixatives, S. Isermann. *Progressive Perf. & Cosmetics, Nov., 103, 1938.* Fixatives for perfumes of the amber and spicy types are reviewed.

Fixatives, E. Roudnitska. *Rev. Marques Parfums France,* **16,** *39, 1938.* Definition and methods of use are given.

Indian Jasmin, S. Banerjee. *Indian Soap J.,* **5,** *21, 1938.* A review of the various jasmin found in Indian gardens. Two formulas for jasmin extracts are given.

Kewda Perfumes, Sadgopal. *Indian Soap J.,* **5,** *13, 1938.* Methods of selecting suitable bases and notes on handling Kewda in formulating perfumes. Seven odors using Kewda are developed and their formulas given.

Muguet and Lilac Perfumes, Their Chemistry, Anon. *Givaudanian, October, 1, 1938.* The 6th of a series of articles dealing with the practical side of perfumery as well as the scientific aspects. The present article discusses lily-of-the-valley, lilac and associated odors. The usefulness of cyclamen (p-isopropyl-a-methyl-hydrocinnamic aldehyde) aldehyde and muguet (citrylidene acetaldehyde) aldehyde is mentioned.

Narcissus Perfumes, H. M. Dumont. *Soap, Perfumery & Cosmetics,* **11,** *536, 1938.* The base, bouquet, modifiers and fixatives along with formulas and suggestions are described.

Nature of Paragenoses, A. Mueller. *Perfumery & Essent. Oil Record,* **29,** *230, 1938.* Substances having a marked olfactive influence on perfumes, whether deliberate or involuntary, are termed paragenoses. It is believed that not only the process of imparting bouquet to a perfume but also the phenomenon of paragenoses can be explained by suitable physi-chemical interpretations. These considerations are thoroughly dealt with.

Perfume Ingredients, Trouble in Soaps Given by Them, Anon. *Givaudanian, October, 3, 1938.* Third of a series of articles giving practical suggestions in selecting proper aromatics for soap so as to prevent loss of odor, odor destruction and discoloration. Underlying chemical reactions involved are described.

Perfume Ingredients, Trouble in Soaps Given by Them, Part II, Anon. *Givaudanian, November, 3, 1938.* A continuation of an earlier article; chemical groups and their possible effects are discussed.

Perfume Intensity Can Be Measured, H. Devaux. *Mfg. Perfumer,* **3,** *331 1938.* The author describes his method of determining perfume emanations on a talc-dusted mercury surface. The work of Givaudan and Woog is also mentioned.

Perfumes, Significance of Chemical Double Bonds in, A Lewinson. *Soap, Perfumery & Cosmetics,* **11,** *788, 1938.* The presence of double bonds in the molecule enhances the fixing properties, but such compounds tend to polymerize. The double bond also has an effect on rancidity, hardness, vitamins and other substances.

Refrigerating Plant in Perfumery, Anon. *Perf. & Essential Oil Record, Ann. No., 24, 1938.* A review of the use of refrigerating in the production of various aromatics, together with discussion of cooling systems and fluids, heat insulation and a comparison of the cooling effect of solid carbon dioxide and ice.

Sweet Pea Perfumes, H. M. Dumont. *Soap, Perfumery & Cosmetics,* **11,** *428, 1938.* The author describes the base, bouquet, modifiers and fixatives for sweet pea perfumes. Seventeen formulas are given.

Syringia Perfumes, H. M. Dumont. *Soap, Perfumery & Cosmetics,* **11,** *810, 1938.* A description of the natural oil, with compounding notes and formulas.

Theater Sprays, R. G. Harry, *Mfg. Chemist,* **9,** *344, 1938.* The need for theater sprays is discussed. Special solvents and their usefulness is mentioned. Formulas for six preparations.

Two New Perfumes, of the Series Cyclopentanone, Anon. *Rivista Italiana,* **20,** *No. 9,328, 1938.* Two formulas for perfumes utilizing two new specialties of the cyclopentanone series, along with other specialties.

Use of Fixators in Perfumery, A. Wagner. *Seifensieder Ztg.,* **65,** *787, 1938.* Methods of fixing aromatics and suggestions for fixing acacia, amber, aubepine, begonia, bergamot, cassia and bouvardia compounds.

Use of Fixators in Perfumery, A. Wagner. *Seifensieder Ztg.,* **65,** *808, 1938.* Continuation of an earlier article, describing chypre, cyclamen, fougere, gardenia, glycine, heliotrope, jasmin, jonquille, lavender, mandarine and other odor fixators.

Use of Fixators in Perfumery, A. Wagner, *Seifensieder Ztg.,* **65,** *829, 1938.* Continuation. Fixators described for mimosa, narcissus, neroli, opopanax, rose, syringia, trefel, tuberose, violet and ylang.

C Essential Oils

Adulteration, Detection of in Guinea Orange Oil, M. G. Igolene. *Revue d. Marques, Parf. d. Franc,* **16,** *No. 10, 87, 1938.* (See item under Section A.)

Chemical Engineering in the Essential Oil Industry, G. M. Dyson, *Perf. & Essential Oil Record, Ann. No., 3, 1938.* A review embodying some considerations of boiler practice, general steam plant consideration, fuels for steam raising, boiler types, feed water, general considerations of boilers, distillation, steam distillation, operation at elevated temperature and pressure, vaporization efficiency, the Duhring Line, molecular distillations, condensers, distintegrations, dust hazards, colloid mills and homogenizers, filtration, clarification and materials for plant construction. Nine illustrations.

Determination of Anisic Aldehyde, Piperonal and Heliotropin, with Chloramine T, R. Airoldi. *Revista Italiana,* **20,** *No. 9, 326, 1938.* (See item under Section A.)

Distillation and Rectification of Essential Oils and Synthetics, G. M.

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Dyson. *Perf. & Essential Oil Record, Ann. No., 18, 1938.* A review describing fractionating columns, the design of columns, bubble cap plates, and packed columns, with illustrations.

Inhibitory Properties of Essential Oils, H. Kliewe & C. K. Hutchmacher. *Deut. Apoth. Ztg.*, **53**, *952, 1938.* Drug infusion residues of arnica, lavender, peppermint, sage and juniper did not putrefy in eight days. Germ increase in infusions of fennel, marjoram, juniper, galingal and orris was only moderate when left in open containers. Infusions of elder, peppermint and juniper at first showed an increase in germ count, then a decrease. Of pure essential oils, eucalyptus, marjoram, turpentine and male fern showed good inhibitory properties. Certain mixtures had a poorer germ inhibiting action than straight oils. (Through *C.A.*)

Maleic Anhydride As Analytical Reagent for Essential Oils, W. Sandermann. *Seifensieder Ztg.*, **65**, *553, 1938.* (See item under Section A.)

Refrigeration Plant in Perfumery, Anon. *Perf. & Essential Oil Record, Ann. No., 24, 1938.* (See item under Section B.)

Saponification of Mohwa Oil, Study of Kinetics of, R. K. Gobhil & N. G. Chatterji. *Indian Soap J.*, **5**, *9, 1938.* (See item under Section A.)

Saponification of Mohwa Oil, Study of Kinetics of, Part II, R. K. Gobhil & N. G. Chatterji. *Indian Soap J.*, **5**, *101, 1938.* (See item under Section A.)

Synthetic Peppermint Oil, Anon. *Perf. & Essential Oil Record*, **29**, *381, 1938.* A suggested formula consists of 50% synthetic menthol, 35% menthone, 12% menthyl acetate and 3% menthyl isovalerianate. This can be enhanced by adding certain other peppermint oil distillation by-products. Methods of making the various synthetics is also mentioned.

Winter Troubles, With Essential Oils, Avoiding Them, Anon. *Givaudanian, October, 5, 1938.* Aromatics giving trouble due to low temperatures are described, with a special list of 17 such aromatic chemicals. Common mixtures in the trade are also mentioned.

D Cosmetics General

Aesthetic Cosmetics, A. Lewinson. *Mfg. Perfumer*, **3**, *303, 1938.* The author defines grease paints, rouge paste, grease creams, liquid grease paints, grease powders, pigment powders, face powder, eyebrow pencil, mascara, liquid mascara, eye shadow, nail varnish and hair dye. Raw materials used in these preparations are evaluated. In this part of a continued article, the author reviews the composition of lipstick, especially the indelible type.

Aesthetic Cosmetics, A. Lewinson. *Mfg. Perfumer*, **3**, *350, 1938.* A continuation of an earlier article. Grease powder, nail varnish and hair dyes concludes the survey of those cosmetics intended to beautify.

Aluminum Citrate, Anon. *Drug & Cosm. Ind.*, **43**, *479, 1938.* A description of the properties and possible uses of this new commercially available chemical.

Application of pH Values in Cosmetics, H. Janistyn. *Soap, Perfumery & Cosmetics*, **11**, *531, 1938.* A review of the theory and practice. The author describes a universal indicator. Practical application of pH findings to cosmetics is mentioned.

Aroma Therapy in America, R. M. Gattefosse. *La Parf. Moderne*, **32**, *409, 1938.* A discussion of medical treatment utilizing aromatic agents in this country.

Bath Oils and Emulsions, R. G. Harry. *Mfg. Perfumer*, **3**, *341, 1938.* Sulphonated castor oil forms the basis of bath oils, and a satisfactory product can be made from 75 parts sulphonated castor oil and 25 parts perfume. Glycols and their ethers can be used too. In this case, 90 parts of glycol and 10 parts of perfume give a suitable mixture. Bath emulsion formulas utilize different trade named emulsifiers. Six formulas are appended.

Bath Tablets, Precautions in Manufacture, J. Hubscher. *Seifensieder Ztg.*, **65**, *662, 1938.* Practical suggestions in choosing raw materials, and description of methods of manufacture and formulation.

Beautifying Preparations, von Ekmann. *Reichstoffind.*, **13**, *197, 1938.* Suggestions for developing a number of cosmetic preparations such as colognes, skin tonics, face milks, greasy skin lotions, shaving preparations, pimple lotions, etc. A skin tonic of the orange flower type can be made from: 100 parts alcohol, 10 parts oil of orange blossoms, 6 parts camphor, 20 parts borax, and 850 parts of orange flower water.

Bentonite as Excipient for Pomades, H. Griffon. *J. Pharm. Chim.* **27**, *159, 1938.* Bentonite has advantages as an excipient in dermatological ointments. All pomades of the Codex can be made with bentonite gels. Product is best kept in tin tubes. (Through *C.A.*)

Bentonite in Soaps and Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics*, **11**, *1012, 1938.* Characteristics, properties and usefulness of bentonite in various types of soaps and cosmetics.

Bleaching the Skin. *D.R.P. App. K. 141,862.* Milk casein treated with 30% hydrogen peroxide has bleaching and cleansing properties. The product is applied to the skin and rubbed off.

Calamine Lotion and Bacterial Flora of Skin, E. Meyer. *Bull. National Formulary Committee* **7**, *No. 2, 1938, 48.* The author describes a new technique for determining the effectiveness of calamine in reducing the bacterial count of the skin. Calamine does reduce the bacterial count. (Three types of calamine lotion were used.) In 30 minutes average bacterial count reduction was 75 to 85%. This may account for the effectiveness of calamine lotion in treating skin diseases.

Calcium Phosphates, X-Ray Diffraction Studies of, H. C. Hodge, M. L. LeFever & W. F. Bale. *J. Ind. & Eng. Chem., Anal. Ed.*, **30**, *156, 1938.* (See item under Section A.)

Carotene, Glycol Solution of, R. M. Gattefosse. *la Parfumerie Moderne,*

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32, *39, 1938.* A description of a glycol solution of carotene and its usefulness in cosmetics is given.

Chemistry of Beeswax, L. W. Greene. *Am. Bee. J.*, **78,** *462, 1938.* A review with patent and journal references. (Through *C.A.*)

Cholesterol, Isolation of from Wool Wax, T. Kuwata & M. Katuno. *J. Soc. Chem. Ind., Japan,* **41,** *228, 1938.* The solubility curves of cholesterol and isocholesterol in various solvents are given. A method of separating these is described.

Clinical Study of Calamine Lotion, B. Fantus & H. Dyniewicz. *Bull. National Formulary,* **7,** *No. 2, 49, 1938.* Calamine lotion whether made from native or artificial calamine had the same clinical effectiveness. The lotion stabilized with 3% bentonite seemed to stick better to the skin, and it took only 4 ounces per patient in place of the usual 8 ounces. Some of the skin conditions that responded favorably to treatment with calamine lotion are: dermatitis, toxic dermatitis, infectious dermatitis eczematoid type, acne with other treatment, intertrigo, prickly heat, herpes zoster, erythema multiforme, allergic dermatitis and poison ivy.

Coal Tar and Vegetable Dyes, Relationship of, J. W. Orelup. *Progressive Perf. & Cosmetics, November, 99, 1938.* Derivation, and determination of non-toxicity.

Colloidal Kaolin in Soaps and Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics,* **11,** *1107, 1938.* A review of uses.

Corrective Cosmetics, S. P. Jannaway. *Perf. & Essential Oil Record,* **29,** *376, 1938.* Cosmetics in this group are bleaching creams and lotions; freckle creams and lotions; facial clays, masks and packs; acne creams and lotions; astringent creams and lotions; anti-wrinkle creams and lotions; muscle oils; and skin tonics. Ten formulas are given.

Corrective Cosmetics, concluded, S. P. Jannaway. *Perf. & Essential Oil Record,* **29,** *424, 1938.* Discussion of skin tonics, acne preparations, facial packs and masks, with formulas. Dumont's observation that tincture of arnical flowers produces a pleasant sensation and improves the delicacy and texture of the skin, is mentioned. A formula for acne lotion consists of resorcinol monoacetate 4 ounces, triethanolamine 1 ounce, glycerine 5 ounces alcohol 35 ounces and water 55 ounces.

Cuticolor Preparations, B. Fantus & H. A. Dyniewicz. *Bull. National Formulary Comm.* **7,** *No. 2, 40, 1938.* The authors take the position that skin colored preparations are preferred in dermatology over other colored products. Nineteen formulas in all are described. A skin colored zinc oxide can be made from red ferric oxide 3 grams, yellow ferric oxide 4 grams and zinc oxide 93 grams. An improved calamine lotion with 3% bentonite and 4% zinc sulphocarbolate is suggested. Bentonite acts to stabilize the mixture and prevent precipitation of the suspended pigments. A compound spirit of rose geranium consisting of 1.5 cc oil spearmint, 10 cc oil rose geranium in enough alcohol to make 100 cc is recommended as perfume agent for "Cuticolor" preparations.

Cuticolor Preparations, B. Fantus & H. A. Dyniewicz. *J. A. Ph. A.* **27,** *879, 1938.* The need for skin colors in calamine preparations is stressed. An improved prepared calamine is suggested to contain, in addition, 4% yellow ferric oxide, so that its color more nearly approaches the color of normal Caucasian skin. Bentonite is suggested as an ingredient of calamine lotion to prevent precipitation. Formulas for cuticolor salves are offered, and in all 34 preparations are described. Cuticolor is the name given "skin colored" preparations.

Fatty Alcohols in Cosmetics, Anon. *Seifensieder Ztg.,* **65,** *749, 1938.* A review of the literature, with four formulas.

Fatty Alcohols in Cosmetics, Anon. *Seifensieder Ztg.,* **65,** *769, 1938.* Continuation of an earlier article. A method is described for making fatty alcohols by reducing the carboxyl group. Trade named wax made by such a process is used in several formulas.

Fatty Alcohol Sulfonates, C. Coullier. *Revue d. Marques Parf. d. France,* **16,** *No. 10, 93, 1938.* A discussion of the chemistry and uses of these materials in cosmetic practice.

Fillers, Clay, Talc and Others, P. Maynard. *Chemical Industries,* **43,** *491, 1938.* A review of the physical properties and utility of various American clays, talcs, kaolins, bentonites, etc.; the 1937 consumption is described.

Filter Aids, Action of, P. C. Carman. *Ind. Eng. Chem.,* **30,** *1163, 1938.* A filter aid such as kieselguhr is effective only when present in correct proportion in filter cake. Present study is concerned with effect of proportion of filter aid, pressure of filtration on permeability of filter cake. Filter aids give a more porous cake with resulting faster filtering. Other properties of filter cake are described.

Fish Liver Oils, Topical Therapy with, L. Stambovsky. *Drug & Cosm. Ind.,* **43,** *543, 1938.* The author reviews previous work thus evolving a series of his own experiments. The author concludes that stimulation of new tissue formation is not due particularly to either unsaturates or vitamins A or D, but definitely to the unsaturated fatty acids of fish liver oil which seem to contain a probable trace of some ingredient which is the real activator.

Foam Baths. *B.P. 484,097.* See also *Fr. Pat. 818, 325.*

Foaming Bath Salts, Anon. *Perf. & Essential Oil Record,* **29,** *442, 1938.* Old fashioned effervescent formulas, some of them based on sodium perborate are not suitable. Use must be made of wetting agents such as sodium lauryl sulphate with or without saponin, which can be mixed with an equal amount of effervescent mixture consisting of sodium bicarbonate and tartaric acid. Moisture must be absent from the mixture or the color will blotch.

Glycerine Substitute. *D.R.P. Appl. D. 74, 152.* Glycerine can be advantageously replaced by 1,5-pentamethylene glycol.

Glycols, Preservative Action, M. G. deNavarre. *Prop. Drugs,* **24,** *No. 10, 9, 1938.* When tested alongside of glycerine and alcohol, ethylene and

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propylene glycol showed equal preservative action to alcohol, and in some cases better action. The glycols were found superior to glycerine in all cases. Tested mixtures were tannic acid solution, sugar syrup, gelatin and tragacanth mucilages.

Gum Tragacanth, Brazilian. Virgilio Lucas. *Rev. Assoc. Brasil Farm.* **18,** *528, 1937.* A plant which has adapted itself to the environment is given the name *Brachychiton populneum*, family *Sterculaceae*. The gum is soluble in cold water producing a thick mucilage. Its chemical analysis does not correspond with that of tragacanth, but the author recommends its cultivation for medicinal purposes. (Through *J. A. Ph. A.*)

Higher Fatty Alcohols and Acids, Superiority to Lanolin, E. Bourdet. *Revue des Marques*, **16,** *20, 1938.* The sterols, main constituents of lanolin, have been previously reviewed. Present article discusses physical and chemical properties of *carnaubic acid*, *cerotic acid*, *lanoceric acid* and *lanopalmitic acid*. Salts and esters of these are mentioned.

Hydrogen Peroxide, Stabilization of Conc. Solutions, S. N. Lourie & N. I. Kolbine. *Chimie & Industrie*, **39,** *117, 1938.* Distilling the crude peroxide and condensing the vapors at 40-45°C, it is possible to obtain a 80-85% hydrogen peroxide which can be stabilized with either phenacetin or salicylic acid, using 2 grams per liter. Stabilizing effect is dependent on the purity of the peroxide solution.

Liquid Water in Oil Emulsions, J. Augustin. *Seifensieder Ztg.*, **65,** *948, 1938.* Formulation of liquid emulsions of water in oil type. Use is made of a variety of trade named emulsifiers and specialties.

Magnesium Salts in Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics*, **11,** *424, 1938.* Usefulness of magnesium salts is thoroughly described. SKIN TONIC can be made from 1 gm magnesium sulfate, 1 gm boric acid, 5 gm witch hazel, 1 gm lactic acid, 85 cc water, 5 cc alcohol and 0.25 gm perfume. DEODORANT lotion can be made from magnesium sulfate 5, boric acid 5, aluminum chloride 10, alum 5, hydrochloric acid as needed, water 77 and phenyl ethyl alcohol ½. Magnesium carbonate as a face powder ingredient is described. Relative absorbency follows: talc 200 mesh 8, ppt. chalk 12, magnesium carbonate 40, magnesium stearate nil, zinc oxide 9 and colloidal clay 7. FACE POWDER can be made from 35 talc, ppt. chalk 15, starch rice 20, zinc oxide 5, and magnesium carbonate 20. SUNBURN lotion can be made from calamine 10, glycerine 5, magnesium sulfate 5, water 70 cc and phenyl ethyl alcohol ½. Formulas for other cosmetics utilizing magnesium salts are given.

Massage Oils and Creams, Importance of, H. Janistyn. *Soap, Perfumery & Cosmetics*, **11,** *717, 1938.* Mechanism of lactic acid formation in fatigue, function of massage, with notes on compounding and formulation. Twenty-one formulas are appended. An interesting astringent massage oil can be made from aluminum stearate 3% and oil 97%.

Measure Foaminess, Anon. *Glass Packer*, **17,** *786, 1938.* A "unit of foaminess" has been devised. The determination is independent of apparatus and technique.

Milk Powders in Cosmetics, F. H. Sedgwick. *Soap, Perfumery & Cosmetics*, **11,** *696, 1938.* An account of a series of experiments made with four types of milk powder. Spray process powdered milk is best to use in skin lotions. Full cream type suggested for dry skin. Separated powder for oily skin. Foam milk bath, emollient milk bath, rolling massage cream and face packs are mentioned. The editor adds a few comments on patents utilizing milk powder.

Modern Cosmetics, E. Bourdet. *Revue d. Marques, Parf. d. France*, **16,** *No. 10, 91, 1938.* A discussion of animal waxes used in cosmetic practice. A table of the properties of beeswax bleached by different processes is given.

Myristic Acid, K. A. Pelikan. *Soap, Perfumery & Cosmetics*, **11,** *1018. 1938.* Notes on the application and uses of myristic acid in various cosmetics, soaps, shampoos and shaving preparations. Suggestions and results of tests in developing soap type products along with two formulas for shaving cream are included.

Natural and Artificial Calamines, H. L. Creech & C. O. Lee. *Bull. National Formulary Comm.*, **7,** *No. 2, 34, 1938.* A review of the history and preparation of various calamines. Qualitative analysis of N.F. VI prepared calamine shows iron, zinc carbonate and oxide. Quantitative analysis shows 98.87% zinc oxide. Chinese calamine (*Smithsonite*) shows by qualitative tests, iron, zinc, calcium, magnesium, (trace) aluminum, carbonate oxide, insoluble residue (trace). Quantitative analysis of this calamine shows 18.43% zinc oxide. Bacteriological tests using *S. aureus* and *E. typhi* in the Cup Plate Technique gave negative results. The authors suggest a formula for calamine ointment consisting of 17 grams prepared calamine, 11 grams glycerine or liq. petrolatum, 4 grams white wax, 4 grams wool fat, and 64 grams petrolatum album. The authors recommend the continuation of prepared calamine in the N.F. VI and suggest that its color be improved.

Natural Fruit Juices in Cosmetics, H. S. Redgrove. *Mfg. Perfumer*, **3,** *205, 1938.* The use of lemon orange, strawberry and other natural juices in cosmetics is described. Three formulas are given. Borax type cold cream is not the ideal type vehicle for acid juice cosmetics. The use of lemon juice along with absorption base is patented in the United States.

Newer Detergents, Raw Materials for, C. E. Mullin. Soap, **14,** *29, 1938.* Second of a series of articles on the higher aliphatic alcohols and their use in the manufacture of wetting agents and detergents. The author reviews patents on processes used in isolating the higher aliphatic alcohols, including the alcohols of wool fat.

Ointments. *B.P. 486,847* divided on *486,756*. A bactericidal salve is made from water soluble chlorophyll in petroleum jelly or lanolin. As example: 0.2 gm chlorophyll is incorporated into 30 gm. of salve base.

10,000,000 Allergic Americans, T. D. Beckwith. *Science News Letter, Dec. 24, 1938, 408.* At least 10,000,000 Americans suffer from some form of allergy. Various diseases classified as allergies are mentioned.

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Powder Bases, J. Augustin. *Seifensieder Ztg.*, **65,** *535, 1938.* Ordinary vanishing creams based on stearic acid cause drying of the skin along with other disorders. This can be overcome by using a trade named specialty consisting primarily of cetyl and stearyl alcohols with a neutral emulsifier. The incorporation of unsaturates is also recommended.

The Skin, Its Structure and Functions, *J. Desplanques. Recherches, No. 7, 104, 1938.* A description of the structure and three types of skin with the functions of the whole organ. Illustrated with 6 photomicrographs.

Skin Cosmetics, H. Janistyn. *Der Parfumeur,* **18,** *344, 1938.* A review of deodorant preparations. Forty-three formulas are given. Antiperspirant creams, powders and lotions are separately mentioned from deodorant liquids, creams and powders. Among the formulas given are five for deodorant sticks.

Skin Cream. *D.R.P. 658,166.* A cream containing free magnesium hydroxide, preferably from 0.5 to 6%, emulsified in vehicle containing cetyl or stearyl alcohols, and other ingredients such as spermaceti, ceresin, paraffin, beeswax, cholesterol, isocholesterol, vegetable oils, etc.

Sodium Alginate in Cosmetics, Anon. *Drug & Cosm. Ind.*, **43,** *429, 1938.* Description of properties and application of sodium alginate to cosmetic manufacture. A hand lotion can be made from: 3 glycerol monostearate, 0.3 triethanolamine, 1.0 stearic acid, 1.0 cetyl alcohol, preservative 0.1 and enough 1% sodium alginate solution to make a 100 parts.

Spermaceti and Cetyl Alcohol in Cosmetics, B. Filmer. *Fette u. Seifen.* **45,** *105, 1938.* Spermaceti has no effect on the skin, acting only to improve the consistency and appearance of a cosmetic preparation. Cetyl alcohol, however, exerts a valuable action on the skin. It is readily resorbed, promotes absorption of other fatty matter, is not irritating, free from rancidity and leaves the skin soft. It also acts as emulsifying agent either alone or in conjunction with other fatty alcohols. Formulas for its use are included. (Through *J.A.Ph.A.*)

Storage of Fine Chemicals in Winter, Anon. *Merck Report,* **47,** *No. 4, 15, 1938.* Three groups of chemicals freezing or solidifying at 40° F, 32° F and 23° F are described. An additional list of chemicals required to be stored in a warm place because of spoilage by cold is given.

Substitutes in the Cosmetic and Soap Industry, Th. Ruemele. *Seifensieder Ztg.*, **65,** *614, 1938.* Description of glycerine substitutes and wetting agents.

Styptics, M. A. Lesser. *Drug & Cosm. Ind.*, **43,** *552, 1938.* A review of styptics internal and external.

Sun Tan and Sunburn, Anon. *Chemist & Druggist,* **128,** *399, 1938.* Three types of ingredients are available: (1) filters to encourage tan but prevent burn, (2) sun tan simulatory products and (3) those intended to relieve sunburn. Formulas and relative merits of ingredients are given.

Tetra Sodium Pyrophosphate, A Newcomer Among Detergents, W. W. Cobbs. *Soap,* **14,** *24, 1938.* Tetra sodium pyrophosphate normally occurs as the deca-hydrate, $Na_4P_2O_7 \cdot 10H_2O$. This particular salt is quite stable even in water solution. Its emulsifying properties are unusual; pH of a 1% solution at 25°C is 10.2, and its solubility at this temperature is 6.5 grams in 100 grams of water. Usefulness in soaps, dishwashing, dairy cleaning, metal cleaning and textile operations is briefly described.

Titanium Dioxide, in Soaps and Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics* **11,** *919, 1938.* Preparation, properties and uses in cosmetics.

Tragacanth Substitutes, Anon. *Chemist & Druggist,* **128,** *192, 1938.* Substitutes used in cosmetics are tragaya, carob and romos. Tragaya gives opalescent mucilages which require preservation. A formula showing its use in hair creams is given. Carob gum comes from the endosperm of the seeds of *Ceratonia siliqua,* and mucilages produced from it are similar in viscosity to those produced with tragacanth. Romos is another tragacanth-like product, and must be handled in the same way. Its mucilages are a bit heavier than those of tragacanth. (Through *J.A.Ph.A.*)

Universal Indicator, range 1.2 to 12.7 pH, F. Cuta & K. Kamen. *Pharm. Abs.*, **4,** *415, 1938.* (See item under Section A.)

Vitamin Content, Avocado Oil, A. L. Bacharach & E. L. Smith. *Analyst,* **63,** *811, 1938.* In view of claims made in cosmetic and other literature for the vitamin content of avocado oil, the authors obtained samples of California oil and carried on tests to determine both qualitatively and quantitatively, if the fat soluble vitamins A, D and E were present and in what quantity. Tests indicate that the amount of vitamin A present is negligible. The vitamin D found corresponds to not more than 4 units per gram and maybe less. The amount of vitamin E present was either less than 1/10th the amount found in wheat germ oil, or it was probably completely absent. Both spectrographic and animal tests were made.

Vitamin and Hormone Cosmetics, W. Rehdern. *Seifensieder Ztg.*, **65,** *888, 1938.* Formulas for six preparations are given. Proprietary hormonal and vitamin preparations are mentioned along with trade named emulsifiers.

Vitamin Cosmetics, Anon. *Mfg. Perfumer,* **3,** *224, 1938.* Findings of Russian technicians in regard to the use of vitamins in cosmetics are that pro-vitamin A has a beneficial effect on the following condition of the skin. Vitamin C is useful in mouth washes.

Vitamin H, I. Abelin. *Z. Vitaminforsch.* **6,** *334, 1937.* When rats are fed on rations composed of zweiback, extensive loss of hair and skin lesions were produced in young rats. When vitamin H preparations were fed, hair growth and a cure of the broken skin ensued. (Through *J.A.Ph.A.*)

Wetting Agents, New Uses for, J. Wakelin. *Mfg. Chemist,* **9,** *346, 1938.* The application of wetting agents to inks, silage, laundry rinses, window washing, dust laying, fire extinguishers, rust proofing, metal discoloration, adhesives and insecticides is reviewed.

Wool Fat, Examination of, L. Hasko. *Vegyi Ipar.* **37,** *No. 7, 1, 1938.* Moisture in neutral wool fat can be determined by drying, but wool fat

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containing considerable acid must be distilled with Xylene. Ash by usual method; iodine value either Hanus or Wijs method; method of Jungkunz for the saponification value, and the unsaponifiables by Lifschutz technique. (Through *C.A.*)

Wool Wax, Two New Alcohols of. T. Kuwata & M. Katuno. *J. Soc. Chem. Ind. Japan,* **41,** *227, 1938.* Two alcohols, lanyl and lano-octadecyl alcohol have been isolated from the unsaponifiable matter of wool wax.

Zinc Oxide, Determination of Fineness, H. J. Mueller. *Rubber Age.* **43,** *363, 1938.* The technique is based on the minimum amount of Igepon T solution required to wet a definite weight of zinc oxide. The minimum volume of the wetting agent solution is an index of the active surface of ZnO, and values can be plotted on a graph, thus becoming an aid in controlling the uniformity and fineness. A sedimentation method is also described. (Through *C.A.*)

E Deodorants

Aluminum Citrate, Anon. *Drug & Cosm. Ind.,* **43,** *479, 1938.* (See item under Section D.)

Deodorant, Body. *U.S.P. 2,131,235.* "A deodorizing composition is prepared from an aldehyde or ketone compound such as $(CH_2)N_4$ together with an aromatic acid such as salicylic acid and a stabilizer such as methyl p-hydroxybenzoate capable of combining with any CH_2O liberated to avoid corrosive or irritating action and render the composition suitable for contact with mucous membrane." (Through *C.A.*)

Deodorants, Personal, H. Janistyn. *Soap, Perfumery & Cosmetics.* **11,** *894, 1938.* Adult body gives off 30 to 40 grams perspiration per hour. Most useful chemical agents in relieving sweaty conditions are the astringents. Twenty-three chemicals are mentioned. Various aluminum salts, their dissociation and pH are mentioned along with the salts of berryllium. Thirty formulas for liquid, powder, cream and stick deodorants.

Magnesium Salts in Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics.* **11,** *424, 1938.* (See item under Section D.)

F Depilatories

Depilatories. *B.P. 484,467.* A suitable cream base such as made from stearic acid contains $Ca(OH)_2$, thioglycolic is added at not above 60° C and finally chalk and perfume are added. Other examples are given, including the formation of calcium thioglycolate and adding this to a cream base.

Depilatories, Composition of, von Ekmann, *Reichstoffind.* **13,** *221, 1938.* Use of depilatories dates back many years. Description of formulation with formulas for numerous liquid, solid and adhesive type products. Patented preparations are mentioned. One such product is composed of 100 parts strontium sulfide, 50 parts starch, 30 parts zinc oxide, and 20 parts hydroquinone.

Depilatories, Formulation of, von Trebret. *Deutsche Parf. Ztg.,* **24,** *343, 1938.* Raw materials used in depilatories are described, and eleven formulas are given. A paste product suitable for use in tubes consists of 3.6 parts tragacanth, 60 parts water, 16 parts sodium sulfide, and 8 parts glycerine. Another product is composed of 34% strontium or calcium sulfide, 5% titanium oxide, 5% glycol, 3% mineral oil, 1% white petrolatum, 1% triethanolamine-lauryl-sulfonate and 50% of methyl-cellulose mucilage (6%).

Depilatory. *U.S.P. 2,128,158.* Hydrocarbons containing sulfonates, sodium sulfide, magnesium oxide, sodium hydroxide and stannous oxalate along with other ingredients in a paste form, in which select ingredients protect the skin from the depilating action simultaneously being manifest on the hair.

G Creams General

Bentonite as Excipient for Pomades, H. Griffon. *J. Pharm. Chim.,* **27,** *159, 1938.* (See item under Section D.)

Cream Bases. *B.P. 488,270.* Cream base is prepared from hydrogenated fats or oils, of animal or vegetable origin, which will not absorb more than 2% water. Other ingredients may be incorporated before or after hydrogenation.

Cream Concentrates. *U.S.P. 2,129,836.* A concentrate of all necessary cosmetic ingredients melted together, to which only hot water need be added. Mixtures of triethanolamine, liquid petrolatum, stearic acid, sweet almond oil, ceresin and other ingredients are described in the specifications.

Greaseless Cold Creams, Inexpensive, C. S. Glickman. *Drug & Cosm. Ind.,* **43,** *556, 1938.* The author describes the production of diethylene glycol monostearate containing 4% sodium stearate. Three formulas for creams in the low price range are given. A suitable formula consists of: emulsifier as above described 50 pounds, paraffin 75 pounds, white petrolatum 45 pounds, light mineral oil 5 gallons, water 27 gallons and potassium carbonate 12 ounces. Procedure for manufacture as well as methods of modifying the cream are given.

Hydrogenated Castor Oil, in Cosmetics, G. D. Fiero & L. D. Locker. *J. A. Ph. A.,* **27,** *402, 1938.* U.S.P. cold cream and other borax emulsions have been made and the hydrogenated castor oil was found to be unsatisfactory in these. It is satisfactory, however, in a triethanolamine-stearic acid cream. Resulting creams are stiffer than those made with white wax or spermaceti. A mixture of equal parts of hydrogenated castor oil and white wax or spermaceti has greater hardening power than either one used alone. Using this mixture, the wax content of creams can be reduced by 40%.

Massage Oils and Creams, Importance of, H. Janistyn. *Soap, Perfumery & Cosmetics,* **11,** *717, 1938.* (See item under Section D.)

Powder Bases, J. Augustin. *Seifensieder Ztg.,* **65,** *535, 1938.* (See item under Section D.)

Skin Cream. *D.R.P. 658,166.* (See item under Section D.)

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Skin Food, E. Ohlsson. *Progressive Perf. & Cosmetics, Sept., 84, 1938.* Continuation. Chemistry of lecithin and water soluble vitamins B and C together with their functions in the body and cosmetic usefulness.

Skin Food, E. Ohlsson. *Progressive Perf. & Cosmetics, Oct., 91, 1938.* Continuation. Nature and characteristics of proteins, hormones and lipids and their influence on life processes.

Skin Food, E. Ohlsson. *Progressive Perf. & Cosmetics, November, 101, 1938.* Continuation of an earlier article. Use of derived lipids, soaps, fatty acids, unsaturates and higher fatty alcohols is described.

Spermaceti and Cetyl Alcohol in Cosmetics, B. Filmer. *Fette u. Seifen.*, **45,** *105, 1938.* (See item under Section D.)

Vitamin Creams, Anon. *Chemist & Druggist*, **128,** *238, 1938.* Cholesterin type emulsifier is best for vitamin D creams. Value of vitamin A in cosmetics is doubted. Preserved lemon juice is a good source of vitamin C. Cetyl alcohol or derivatives make suitable emulsifiers. (Through *J. A.Ph.A.*)

H Emulsions

Bath Oils and Emulsions, R. G. Harry. *Mfg. Perfumer*, **3,** *341, 1938.* (See item under Section D.)

Emulsions. *U.S.P. 2,144,490.* Emulsifying substances can be prepared from high fatty acids and a sugar alcohol, such as the stearic acid ester of fructose, sorbitol or mannitol, but containing at least one un-esterified hydroxyl group.

Emulsions. *U.S.P. 2,109,842.* Polyalcohols partially esterified with high C fatty acids, such as glycerol monostearate, are added to emulsions containing an alkaline substance.

Liquid Water in Oil Emulsions, J. Augustin. *Seifensieder Ztg.*, **65,** *948, 1938.* (See item under Section D.)

A Study of Emulsification, P. T. Rees. *J. Am. Pharm. Assoc.*, **27,** *607, 1938.* The author finds that emulsions made in a homogenizer are more stable than those made in the ordinary "mix-master" or "milk-shake-mixer".

Vitamin and Hormone Cosmetics, W. Rehdern. *Seifensieder Ztg.*, **65,** *888, 1938.* (See item under Section D.)

I Face and Other Powders

Cake Powder, M. G. deNavarre. *Mfg. Perfumer*, **3,** *322, 1938.* A cake powder built on a fatty base containing 25% upward of pigments can be set on a wooden block and shaped into a cone. The product is suitable for dry skin and can be made in several shades.

Calamine Lotion and Bacterial Flora of Skin, E. Meyer, *Bull. National Formulary Committee* **7,** *No. 2, 1938.* (See item under Section D.)

Cuticolor Preparations, B. Fantus & H. A. Dyniewicz. *Bull. National Formulary Comm.* **7,** *No. 2, 40, 1938.* (See item under Section D.)

Fine Grinding, How Fine Is It? L. Freundlich. *Food Ind.*, **10,** *562, 1938.* A new method for testing chocolate, cocoa powder and other fat containing materials. Methods described are of practical value in controlling goods in process.

Magnesium Salts in Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics*, **11,** *424, 1938.* (See item under Section D.)

Milk Powders in Cosmetics, F. H. Sedgwick. *Soap, Perfumery & Cosmetics*, **11,** *696, 1938.* (See item under Section D.)

Natural and Artificial Calamines, H. L. Creech & C. O. Lee. *Bull. National Formulary Comm.* **7,** *No. 2, 34, 1938.* (See item under Section D.)

Powder Base, H. Janistyn. *Deutsche Parf. Ztg.*, **24,** *425, 1938.* Application of a proprietary powder base into standard powder manufacture is described. Formulas for talcum, after shave, compact, liquid, nail polish and cream powder.

Zinc Oxide, Determination of Fineness, H. J. Mueller. *Rubber Age*, **43,** *363, 1938.* (See item under Section D.)

J Make-Up

Aesthetic Cosmetics, A. Lewinson. *Mfg. Perfumer*, **3,** *303, 1938.* (See item under Section D.)

Aesthetic Cosmetics, A. Lewinson. *Mfg. Perfumer*, **3,** *350, 1938.* (See item under Section D.)

Black Lipstick, Anon. *Drug & Cosm. Ind.*, **43,** *491, 1938.* Black lipstick contains oil soluble colors in place of the usual pigments. The fatty base is the same as in other lipstick. Bromo acid must be used to give permanence. Too much fat soluble dye must not be used or greenish tints result.

Cake Powder, M. G. deNavarre. *Mfg. Perfumer*, **3,** *322, 1938.* (See item under Section I.)

Indelible Lipstick. *F. P. 810,278.* Composed of coloring matter of phthalic series such as eosin, in glycol (either ester or ether) solution without hydrocarbons.

K Shampoo

Measure Foaminess. Anon. *Glass Packer*, **17,** *786, 1938.* (See item under Section D.)

L Soaps

Bentonite, W. B. Hirschmann & P. Bechtner. *Soap*, **14,** *24, 1938.* A review of the earlier uses of clays as detergents and some modern concepts of the practice. Advantages of bentonite over other clays is pointed out. Bentonite enhances the usefulness of both alkalies and soaps by endowing them with properties which neither possess.

Caustic Soda, Warning; Describing Treatment and Prevention of Alkali Burns, C. R. Kemp. *Soap*, **14,** *27, 1938.* Handlers of caustic soda

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should be fully clothed. Rubber gloves and boots should be worn at all times. Ventilated goggles and wide brimmed hat for eye and face protection. A shower or some other source of plentiful water should be at hand. Caustic soda should be unloaded by gravity through pipelines. First aid treatment consists of flushing eyes with boric acid solution and plenty of water. Treat ears and nose in like manner. For mouth and internal poisoning, give vinegar, citrous juices and follow with olive oil. For skin, neutralize alkali with boric acid solution and plenty of water. In all cases, call the physician immediately.

Detergents and Wetting Agents, from Fatty Alcohols, J. Wakelin. *Mfg. Perfumer,* **3,** *346, 1938.* Methods of treatment and a short description of phosphoric thiosulphuric, chloracetic and formaldehyde derivatives.

Dry Cleaning Soaps, J. M. Valence. *Mfg. Chemist,* **9,** *307, 1938.* A review of the dry cleaning process with descriptions of solvents, soaps and methods of using the same.

Hard Water Soap. *B. P. 492,719.* A soap consisting of derivatives of fatty acids having one or more ethylene linkage, such as linoleic, together with alkali metal phosphates such as tri-sodium phosphate, when used in hard water gives rise to little or no precipitation of insoluble soaps.

Higher Fatty Alcohols, C. E. Mullin. *Soap,* **14,** *26, 1938.* Third of a series of articles on higher fatty alcohols which may be useful in manufacture of wetting and detergent agents. Methods of producing higher alcohols is described, with a short patent review.

Measure Foaminess, Anon. *Glass Packer,* **17,** *786, 1938.* (See item under Section D.)

Metal Soaps, L. Ivanovszky. *Seifensieder Ztg.,* **65,** *810, 1938.* Various metal soaps and their uses. Soaps mentioned are aluminum, antimony, arsenic, barium, lead, calcium, cadmium, chromium, gold, cobalt, copper, magnesium, manganese, nickel and mercury derivatives.

Methyl Cellulose As Soft Soap Filler, K. Otto. *Seifensieder Ztg.,* **65,** *91, 1938.* Advantages of using methyl cellulose as well as technique involved are described.

Naphthenic Acid Soaps, H. Levinson & A. Menich. *Soap,* **14,** *24, 1938.* Naphthenic acid soaps are by-products of petroleum refining. A short history of their development and elaboration is given. These soaps are made from naphthenic crudes with general formula $C_nH_{2n-2}O_2$ where n is a number from 6 to 24.

Newer Detergents, Raw Materials for, C. E. Mullin. *Soap,* **14,** *29, 1938.* (See item under Section D.)

Newer Detergents, Raw Materials for, C. E. Mullin. *Soap,* **14,** *21, 1938.* First of a series of articles dealing with the aliphatic alcohols, their sources, recovery, purification, and synthesis. Particular attention is given to the higher fatty groups and such other aliphatic alcohols of interest in the manufacture of wetting agents and synthetic detergents.

Palm Oil Soap, A. N. Ghose. *Indian Soap J.,* **5,** *29, 1938.* Palm oil soap is made from a mixture of 1000 Kilos bleached palm oil, 200 Kilos refined tallow, 100 Kilos cocoanut oil, saponified with 20-25°Bé lye. Palm oil soap when properly manufactured has a cream color. Notes on perfuming are given.

Rancidity in Soap, Preventing of, Paul I. Smith. *Seifensieder Ztg.,* **65,** *568, 1938.* Most common anti-oxidant in soap is sodium thiosulphate; but this has numerous disadvantages. Good manufacturing technique aids soap stability. Good quality basic materials do not have the contamination of metallic impurities found in poor grade ingredients. Kettle soap should contain 0.1% free alkali and small amounts of salt which act as buffer to the alkali. Precautions other than these are described. Suggested anti-oxidants are: borax, sodium thiosulphate, sodium hydrosulphite, sodium sulphite, salicylic acid, sodium salicylate, benzoic acid and sodium benzoate, stannous salts as well as stannites, magnesium silicate and paraformaldehyde.

Scouring Powders, J. H. Martin. *Mfg. Chemist* **9,** *339, 1938.* Formulation and manufacture of various household cleaning preparations. Analyses of five samples showed the following composition: dry soap 2-10%, moisture 1-20%, sodium carbonate 1-18% and abrasive 50-90%. Variation in particle size of abrasive is shown in graph form. U. S. Government specifications on scouring and cleaning powders are mentioned.

Shaving Soaps and Creams, K. Pfaff. *Soap, Perfumery & Cosmetics,* **11,** *700, 1938.* A review of formulation and manufacture. Notes on packaging, production and special ingredients together with five formulas for shaving preparations and three formulas for perfumes are included.

Soap Bleach. *F. P. 823,776.* Soap is bleached and neutralized by adding to it 0.1 part mannitol and 1.5 parts boric acid to 1000 parts of soap.

Soap Fillers, L. M. Labaune. *Rev. Marques Parfums France,* **16,** *10, 1938.* Fillers which will cheapen soap without impairing quality are sodium silicate and phosphate, rosin, talc and starch. Fillers giving special properties are abrasives, titanium oxide, medicinal ingredients, perfumes, etc.

Soap Flake Manufacture, H. Zilske. **35,** *No. 9, 388-95, 1938.* Description of soap flake manufacture and formulation. Solutions of flakes made from nut oils such as cocoanut and peanut oil had a pH of 8.5 to 9.0, while those made from tallow, cocoanut oil, lard and/or palm oil had a pH of 9 to 10. Lathering power is directly related to cocoanut oil content. Small amounts of potash lye are useful, but large amounts cause clumping of flakes. Salt hinders saponification. Best ratio of potash to soda is 0.5 parts former to 9.5 of latter. Sulphonated castor oil can also be added.

Soft Soap, Detergent Qualities, E. J. Rathbun & E. D. Davy. *J.A.Ph.A.,* **27,** *836, 1938.* Present U.S.P. soft soap has certain objectionable features which the authors have tried to overcome. The dependence of detergency on nine factors is cited. Surface tension and emulsifying ability of corn, soybean, cocoanut, linseed and oleic acid soaps has been determined. A formula for a new type

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soft soap using cottonseed oil is given along with a soft soap having somewhat greater foaming due to replacing part of cottonseed oil with cocoanut oil. A formula for a saponified creosol solution concludes the work.

Soft Soaps, Recent Progress, J. & A. Davidson. *Soap, Perfumery & Cosmetics.* **11,** *437, 1938.* A description of special procedures with 8 formulas for soft soap.

Solvent Soaps, Anon. *Seifensieder Ztg.* **65,** *572, 1938.* Soaps used with volatile solvents can be made from 25 parts soft soap, 25 parts cocoanut oil fatty acids, 10 parts caustic potash 50° Bé, 30 parts methyl-hexalin, 40 parts benzene, and 30 parts of water.

Substitutes in the Cosmetic and Soap Industry, Th. Ruemele. *Seifensieder Ztg.,* **65,** *614, 1938.* (See item under Section D.)

Tetra Sodium Pyrophosphate, A Newcomer Among Detergents, W. W. Cobbs. *Soap,* **14,** *24, 1938.* (See item under Section D.)

Transparent Soaps, W. J. W. Fisher. *Soap, Perfumery & Cosmetics,* **11,** *520, 1938.* A review of the market, with description of materials needed, along with three formulas. A superior soap can be made from 76 tallow, 32 rosin ww, 44 spirit, cocoanut oil 2 and caustic soda 66° Tw (all parts by weight). If all precautions are adhered to, this formula should give no trouble.

Wetting Agents, New Uses for, J. Wakelin. *Mfg. Chemist,* **9,** *346, 1938.* (See item under Section D.)

Wetting Test, Canvas Disc, H. Seyferth & O. M. Morgan. *Dyestuffs,* **35,** *No. 7, 193, 1938.* The Canvas Disc Wetting Test for the quantitative and comparative determination of the wetting power of surface active materials is discussed and compared with the Official Method of the A. A. T. C. & C. The Canvas Disc Wetting Test is of great practical value as an alternative to the present official method, due to the much shorter time involved, ease of procuring data at low concentrations of test material, and easy availability of testing supplies and apparatus. Data using both methods is presented.

M Dental Preparations

Calcium Phosphates, X-Ray Diffraction Studies of, H. C. Hodge, M. L. LeFever & W. F. Bale. *J. Ind. & Eng. Chem., Anal. Ed.,* **30,** *156, 1938.* (See item under Section A.)

Dental Pharmaceuticals, L. G. Freeman. *Am. Proff. Pharmacist,* **4,** *25, 1938.* Recipes for abrasive capsules, salivation depressors and stimulators, haemostats and analgesics. (Through *C.A.*)

Liquid Dentifrice. *U.S.P. 2,124,971.* A solution of castile soap in propanediol; 1,2 butanediol; 2,3 butanediol; 1,4 butanediol; 1,2 ethanediol or methyl 1,3 propanediol as the main solvent.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.* **65,** *748, 1938.* A review of the properties of magnesium oxide and peroxide, calcium peroxide, calcium phosphates, and calcium sulphate. A method of making milk of magnesia and its use in tooth paste is included.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.* **65,** *768, 1938.* Other ingredients of mouth preparations such as kieselguhr, silica gel, calcium fluoride, barium and strontium sulphate, titanium oxide, zinc oxide, aluminum oxide, kaolin, bentonite, and sodium meta phosphate, are reviewed.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.,* **65,** *788, 1938.* Continuation of an earlier article on ingredients of mouth preparations. Vehicle for tooth paste and use of calcium gluconate is described.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.,* **65,** *808, 1938.* A continuation. Application of various gum and gum-like materials in tooth paste manufacture.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.,* **65,** *869, 1938.* Continuation. Starch glycerite, pectin, methyl cellulose and alginates used as tooth paste materials are described in this article.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.,* **65,** *928, 1938.* Continuation. Formulas for tooth paste utilizing fatty alcohol sulphonates are given. Other wetting agents are also mentioned.

Mouth Washes, R. H. Auch. *Soap Perfumery & Cosmetics,* **11,** *890, 1938.* Five types of mouth washes with their respective merits and formulas are described.

Mouth Preparations, H. Janistyn. *Seifensieder Ztg.,* **65,** *947, 1938.* Flavoring agents used in dental preparations are described.

Nature and Use of Dentifrices, G. E. Pedley. *Brit. Dental J.,* **64,** *493, 1938.* A description of the ingredients used in dental preparations, together with notes on the care of childrens' teeth.

Tartar Remover for Teeth, Sulfo-Ricinoleate as, Anon. *Pharm. Ztg.,* **82,** *863.* The cause of tartar formation is reviewed. Sulfo-ricinoleate is suggested as valuable tartar removing agent. (Through *J.A.Ph.A.*)

Tooth Cleaning Agent. *B.P. 490,384,* A composition consisting of a tar-dissolving agent, a water soluble salt of an amino methylene carboxyllic acid which contains at least two methylene carboxyllic acid groups, in which the ratio between the numbers of the methylene carboxyllic acid groups and the basic nitrogen is at least one, to which are added other tooth cleaning agents.

Tooth Cleansing Material. *U.S.P. 2,130,034.* A powdered artificial resin formed from formaldehyde and a cyanamid, along with glycerine and other ingredients.

Tooth Paste. *U.S.P. 2,128,917.* A tooth paste is made from sodium bicarbonate and a saturated sugar solution in equal parts, to which sufficient soap is added to give a gel structure to prevent oozing, plus a minor content of a sulfonated higher alcohol.

N Antiseptics

Antiseptic, New, A. Loir. *Ann. Hygiene,* **14,** *709, 1936.* A non-irritating non-toxic valuable antiseptic is believed to be found in methyl-

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propyl diphenol-p-hydroxybenzoate. Tests have been made against *S. aureus, B. coli, streptococci* and *Koch's bacillus.* (Through *J.A.Ph.A.*)

Antiseptic Soaps, Anon. *Rivista Italiana,* **20,** *No. 9, 334, 1938.* A review of the usefulness of antiseptic soaps and antiseptic agents used for this effect. A second section of this article is devoted to a discussion of the formulation and manufacture of phenolic soap.

Calamine Lotion and Bacterial Flora of Skin, E. Meyer. *Bull. National Formulary Committee* **7,** *No. 2, 1938.* (See item under Section D.)

Copper Naphthenate, P. I. Smith. *Soap,* **14,** *86, 1938.* A discussion of the fungicidal, algicidal and insecticidal properties. Copper naphthenate is also useful in wax polishes, and special soaps. It is suggested as a preservative for concrete against fungus growth.

Disinfectants, Report on Methods of Analysis of, C. M. Brewer. *J. Assoc. Official Agr. Chem.* **21,** *416, 1938.* The *F.D.A. Method* is discussed, and adopted as official.

Hypochlorites, *Germicidal Efficiency at High and Low Alkalinity,* S. M. Costigan. *J. Bact.,* **34,** *1, 1937.* Hypochlorites of low alkalinity have greater killing power than those of higher alkalinity for *S. aureus* and *E. typhosa.* (Through *J.A.Ph.A.*)

Inhibitory Properties of Essential Oils, H. Kliewe & C. K. Hutchmacher. *Deut. Apoth. Ztg.,* **53,** *952, 1938.* (See item under Section C.)

Phenyl Mercury Nitrate. *U.S.P. 2,131,008.* Substantially pure phenyl mercury nitrate is produced from a salt such as phenyl mercury propionate and sodium or calcium nitrate, dissolved in a water miscible organic solvent such as *dioxan.*

Testing Germicides, A. J. Salle, W. A. McOmie and I. L. Schechmeister. *J. Bact.,* **34,** *267, 1937.* The phenol coefficient fails to take into account the toxicity of germicides for living tissues. A new method of evaluating germicides is presented. This method gives a figure which is known as the toxicity index. An index less than one indicates that the germicide is more toxic to the bacteria than to the tissue. (Through *J.A.Ph.A.*)

O Hair Preparations

Dandruff, Treatment, Anon. *J.A.M.A.,* **111,** *1036, 1938.* A description of the causes of dandruff and treatment. Treatment suggested is cleanliness and various medicinal agents.

Hair Dyes. *B. P. 493,855.* The 1, 2.4 trioxy derivatives of benzene or naphthalene containing alkyl-, oxyalkyl- and alkoxy-groups as nuclear substituents have been found to be suitable as hair dyes. Because of the instability of these compounds, they are used in the form of their triacyl-derivatives, and in the presence of an alkali they can be saponified to their trioxy-compounds. As an example, 50 parts 1,2,4, triacetoxynaphthalene, 15 parts 1,2,4 triacetoxybenzene, 5 parts starch, 5 parts dextrin, 5 parts urea and 20 parts sodium-n-butylnaphthalene-a-sulphonic acid when compressed into a tablet give a suitable preparation for dyeing hair to a blond tint. Examples of preparations for dyeing the hair in other colors are also given.

Hair Dyes, G. H. Allen. *Soap, Perfumery & Cosmetics.* **11,** *912. 1938.* A review. Concluding instalment of an earlier article.

Hair Dyes of Today, F. Winter. *Soap, Perfumery & Cosmetics,* **11,** *1080, 1938.* A review of the various organic and inorganic dyes in use.

Hair Dye Poisoning, Results of. Anon. *Glass Packer,* **17,** *786, 1938.* Extent and severity of liver and kidney lesions produced in guinea pigs was determined by foreign investigators using para phenylene diamine, basic lead acetate and pyrogallol. P-phenylenediamine toxicity is twice that of basic lead acetate and three times that of pyrogallol. Serious skin lesions are not produced from local applications of tinctures of each of the materials.

Hair Gloss, H. Schwerz. *Seifensieder Ztg.,* **65,** *265, 1938.* A discussion of preparations intended to keep the hair in place as well as keep it shiny looking.

Hair Lacquer, Anon. *Drug & Cosm. Ind.,* **43,** *626, 1938.* Dissolve gum arabic in water; the exact proportion required depends on individual taste. The solution will filter well, if allowed to stand a day or two. Drying can be enhanced by adding small amounts of alcohol.

Hair Lacquer, Anon. *Seifensieder Ztg.,* **65,** *945, 1938.* Take 10 parts bleached shellac, in 70 parts hot water, add 2 parts borax to effect solution, then from 20 to 30 parts cologne water and a sufficiency of powdered bronze.

Hair Tonics and Lotions, J. & A. Davidsohn. *Soap, Perfumery & Cosmetics,* **11,** *992, 1938.* Subjects dealt with are: foaming agents, camomile and birch extracts, witch hazel lotions, preventing loss of hair, cholesterol and sulphur, vitamins and hormones, antiseptics, astringents, irritants, choice of constituents and perfuming and production. Twelve formulas are appended.

Hair Varnish, Anon. *Mfg. Perfumer,* **3,** *324, 1938.* Mix together a 20% tincture of benzoin 100 parts, with enough alcohol to make 1000 parts. Add from 50 to 150 parts of powdered silver, gold or bronze as desired. The varnish can be removed with cotton soaked in alcohol.

Shampoo, *Switz. P. 195,464.* Sulphonated fatty alcohols remove too much of the fatty matter of the scalp, and a mixture of sulphoricinolate and alkaline phosphoric acid salt in water is described.

Upsweep Hair Set, Anon. *Alcohol News, Nov., 1, 1938.* In an effort to overcome slow drying and flakiness, sodium alginate is suggested as a suitable raw material for wave set. A composition consists of: sodium alginate 2, denatured alcohol 5, calcium citrate 0.15, perfume 1, and distilled water 190. Method of compounding this formula is different than usual, and fully outlined in the article. A quince seed base formula is also given.

Vitamin H, I. Abelin. *Z Vitaminforsch.* **6,** *334, 1937.* (See item under Section D.)

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P Sun Tan Preparations

Magnesium Salts in Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics,* **11,** *424, 1938.* (See item under Section D.)

Menthyl Anthranilate, Anon. *Givaudanian,* **15,** *Dec., 2, 1938.* A comparison of the transmission ratios of 0.5, 1.0 and 3% menthyl salicylate and anthranilate solutions in a mixture of sesame and mineral oils. Use of lotions based on menthyl anthranilate in a factory utilizing ultra violet sterilizing lamps is described. Menthyl anthranilate gives protection against burning, but allows 5% of the tan-producing rays to come through.

Sun Tan and Sunburn, Anon. *Chemist & Druggist,* **128,** *399, 1938.* (See item under Section D.)

Q Miscellaneous

Aluminum Citrate, Anon. *Drug & Cosm. Ind.,* **43,** *479, 1938.* (See item under Section D.)

Application of pH in Cosmetics, H. Janistyn. *Soap, Perfumery & Cosmetics,* **11,** *531, 1938.* (See item under Section D.)

Bath Tablets, Precautions in Manufacture, J. Hubscher. *Seifensieder Ztg.,* **65,** *662, 1938.* (See item under Section D.)

Beautifying Preparations, von Ekmann. *Reichstoffind.* **13,** *197, 1938.* (See item under Section D.)

Bentonite in Soaps and Cosmetics J. Glenn. *Soap, Perfumery & Cosmetics,* **11,** *1012, 1938.* (See item under Section D.)

Bentonite as Excipient for Pomades, H. Griffon. *J. Pharm. Chim.,* **27,** *159, 1938.* (See item under Section D.)

Brittle Nails, Anon. *J.A.M.A.,* **111,** *559.* Drying and cracking of nails is due to the extraction of fats from nails by using nail enamels and solvents for them. Repeated application and removal causes loss of pliability and subsequent cracking. (Through *Drug & Cosm. Ind.*)

Cacao Butter, Detection of Foreign Fats in, G. Chimicescu & G. Kotis. *Ann. sci. univ. Jassy,* **24,** *91-2-Pt. I, 1938.* (See item under Section A.)

Caustic Soda, Warning; Describing Treatment and Prevention of Alkali Burns, C. R. Kemp. *Soap,* **14,** *27, 1938.* (See item under Section L.)

Chemical Engineering in the Essential Oil Industry, G. M. Dyson. *Perf. & Essential Oil Record, Ann. No., p. 3, 1938.* (See item under Section C.)

Clinical Study of Calamine Lotion, B. Fantus & H. Dyniewicz. *Bull. National Formulary,* **7,** *No. 2, 49, 1938.* (See item under Section D.)

Coal Tar and Vegetable, Relationship of, J. W. Orelup. *Progressive Perf. & Cosmetics, Nov., 99, 1938.* (See item under Section D.)

Colloidal Kaolin in Soaps and Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics,* **11,** *1107, 1938.* A review of uses. (See item under Section D.)

Cork and Cork Products, G. B. Cooke. *The Crown,* **27,** *No. 5, 30, 1938.* A review of harvesting and methods of treating the bark prior to use. Third of a series of articles.

Corrective Cosmetics, S. P. Jannaway. *Perf. & Essen. Oil Record,* **29,** *376, 1938.* (See item under Section D.)

Corrective Cosmetics, concluded, S. P. Jannaway. *Perf. & Essential Oil Record,* **29,** *424, 1938.* (See item under Section D.)

Cuticolor Preparations, F. Fantus & H. A. Dyniewicz. *Bull. National Formulary Comm.* **7,** *No. 2, 40, 1938.* (See item under Section D.)

Dandruff, Treatment, Anon. *J.A.M.A.,* **111,** *1036, 1938.* (See item under Section O.)

Distillation and Rectification of Essential Oils and Synthetics, G. M. Dyson. *Perf. & Essential Oil Record, Ann. No., p. 3, 1938.* (See item under Section C.)

Dry Cleaning Soaps, J. M. Valance, *Mfg. Chemist,* **9,** *307, 1938.* (See item under Section L.)

Fatty Alcohol Sulfonates, C. Coullier. *Revue d.Marques, Parf. de France,* **16,** *No. 10, 93, 1938.* (See item under Section D.)

Fillers, Clay, Talc and Others, P. Maynard. *Chemical Industries,* **43,** *491, 1938.* (See item under Section D.)

Fish Liver Oils, Topical Therapy with, L. Stambovsky. *Drug & Cosm. Ind.,* **43,** *543, 1938.* (See item under Section D.)

Foam Baths. *B. P. 484,097.* See also *Fr. Pat. 818,325.*

Foaming Bath Salts, Anon. *Perf. & Essential Oil Record,* **29,** *442, 1938.* (See item under Section D.)

Glycerine Substitute. *D. R. P. Appl. D., 74. 152.* (See item under Section D.)

Glycols, Preservative Action, M. G. deNavarre. *Prop. Drugs,* **24,** *No. 10, 9, 1938.* (See item under Section D.)

Hair Dyes. *B.P. 493,855.* (See item under Section O.)

Hair Lacquer, Anon. *Drug & Cosm. Ind.,* **43,** *626, 1938.* (See item under Section O.)

Hand Cleanser. *F.P. 827,076.* The product is composed of powdered sawdust, rosin, terpineol, fatty acids, potash and water, in such ratios that the final mixture contains 50% sawdust, 40% fatty matter and 10% water.

Higher Fatty Alcohols, C. E. Mullin. *Soap,* **14,** *26, 1938.* (See item under Section L.)

Lanolin and Mineral Oil, *J.A.M.A.,* **111,** *1038, 1938.* A review of the nature, derivation and use of lanolin and mineral oil. Neither can cause hair growth, and cases of allergy due to either are rare.

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Massage Oils and Creams, Importance of, H. Janistyn. *Soap, Perfumery & Cosmetics,* **11,** *717, 1938.* (See item under Section D.)

Milk Powders in Cosmetics, F. H. Sedgwick. *Soap, Perfumery & Cosmetics,* **11,** *696, 1938.* (See item under Section D.)

Modern Cosmetics, E. Bourdet. *Revue d. Marques, Parf. d. France,* **16,** *No. 10, 91, 1938.* (See item under Section D.)

Myristic Acid, K. A. Pelikan. *Soap, Perfumery & Cosmetics,* **11,** *1018, 1938.* (See item under Section D.)

Natural and Artificial Calamines, H. L. Creech & C. O. Lee. *Bull. National Formulary Comm.* **7,** *No. 2, 34, 1938.* (See item under Section D.)

Newer Detergents, Raw Materials for, C. E. Mullin. *Soap,* **14,** *29, 1938.* (See item under Section D.)

Ointments. *B.P. 486,847* divided *on 486,756.* (See item under Section D.)

Refrigeration Plant in Perfumery, Anon. *Perf. & Essential Oil Record, Ann. No. p. 24, 1938.* (See item under Section B.)

Scouring Powders, J. H. Martin. *Mfg. Chemist,* **9,** *339, 1938.* (See item under Section L.)

The Skin, Its Structure and Functions, J. Desplanques. *Recherches, No. 7, 104, 1938.* (See item under Section D.)

Sodium Alginate in Cosmetics, Anon. *Drug & Cosm. Ind.,* **43,** *429. 1938.* (See item under Section D.)

Solvent Soaps, Anon. *Seifensieder Ztg.* **65,** *572, 1938.* (See item under Section L.)

Storage of Fine Chemicals in Winter, Anon. *Merck Report,* **47,** No. 4, *15, 1938.* (See item under Section D.)

Styptics, M. A. Lesser. *Drug & Cosm. Ind.,* **43,** *552, 1938.* (See item under Section D.)

Tetra Sodium Pyrophosphate, A Newcomer Among Detergents, W. W. Cobbs. *Soap,* **14,** *24, 1938.* (See item under Section D.)

Theater Sprays, R. G. Harry. *Mfg. Chemist,* **9,** *344, 1938.* (See item under Section B.)

Titanium Dioxide, in Soaps and Cosmetics, J. Glenn. *Soap, Perfumery & Cosmetics,* **11,** *919, 1938.* (See item under Section D.)

Universal Indicator, range 1.2 to 12.7 pH, F. Cuta & K. Kamen. *Pharm. Abs.,* **4,** *415, 1938.* (See item under Section A.)

Upsweep Hair Set, Anon. *Alcohol News, Nov., 1, 1938.* (See item under Section O.)

Wetting Agents, New Uses for, J. Wakelin. *Mfg. Chemist,* **9,** *346, 1938.* (See item under Section D.)

R Oils and Fats

Anti-oxidant. *B.P. 484,477.* Hydroxy-aliphatic monobasic acids are used as anti-oxidants for lard and shortening.

Anti-oxidant. *U.S.P. 2,124,879.* Catechol-mono-dodecyl-ether or other suitable phenol of benzene series having at least one alkoxy group in a position *o-* or *p-* to a hydroxyl group and containing 12-C atoms in such alkoxy group, can be dissolved to the extent of 1% or less in oils or fats used in foods.

Avocado Oil, Anon. *Chemist & Druggist,* **128,** *347, 1938.* Avocado oil is rich in oil soluble vitamins, phytosterol and lecithin. It belongs to the class of semi-drying oils. Physical and chemical criterions along with formulas for cosmetic preparations are given. (Through *J.A.Ph.A.*)

Cacao Butter, Detection of Foreign Fats in, G. Ghimicescu & G. Kotis. *Ann. sci. univ. Jassy* **24,** *91-2. Pt. 1, 1938.* (See item under Section A.)

Chemistry of Beeswax, L. W. Greene, *Am. Bee. J.,* **78,** *462, 1938.* (See item under Section D.)

Cholesterol, Isolation of, from Wool Wax, T. Kuwata & M. Katuno. *J. Soc. Chem. Ind., Japan,* **41,** *228, 1938.* (See item under Section D.)

Fat Rancidity, Chemistry of, F. Kiermeier & K. Taufel. *Fette U. Seifen.* **44,** *508, 1937.* Salicylaldehyde test is sensitive to 10 micrograms of ketone, while the nitro-prusside test detects only 75 micrograms. Before testing fats the apparatus must be thoroughly washed to be free from ketones. Wash first with distilled water, then with volatile solvents which have also been washed with distilled water. (Through *J.A.Ph.A.*)

Lanolin and Mineral Oil, *J.A.M.A.* **111,** *1038, 1938.* (See item under Section Q.)

Myristic Acid, K. A. Pelikan. *Soap, Perfumery & Cosmetics,* **11,** *1018, 1938.* (See item under Section D.)

Mold Growth, Preventing. *Dan. Pat. 54,482.* Mold growth from the surface of organic materials such as oiled paper, etc., is prevented by treatment with calcium propionate.

Petroleum Waxes, Analysis and Composition of, D. S. McKittrick, H. J. Henriques & H. I. Wolff. *J. Inst. Petroleum Tech.* **23,** *616 & 628, 1938.* (See item under Section A.)

Rancidity, Preventing of. *U. S. Patent 2,124,706.* The residue left after distilling a spice oil is used as an anti-oxidant.

Rancidity Prevention. *Chem. Age* **38,** *263, 1938.* Anti-oxidants are of three types namely, 1) acid, 2) hydroquinone and 3) phenolic. Vegetable oils are protected by types 1 and 3. Distilled fatty acids by 2 and 3. Any type 1 compound used together with type 2 or 3 is more active in prolonging induction period. Patented anti-oxidants are mentioned.

Vitamin Content, Avocado Oil, A. L. Bacharach & E. L. Smith. *Analyst,* **63,** *811, 1938.* (See item under Section D.)

Wool Fat, Examination of, L. Hasko. *Vegyi Ipar.* **37,** *No. 7, 1, 1938.* (See item under Section D.)

Wool Wax, Two New Alcohols of, T. Kuwata & M. Katuno. *J. Soc.*

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Chem. Ind. Japan, **41**, *227, 1938.* (See item under Section D.)

S Shaving Preparations

After Shaving Lotions, J. Augustin. *Deutsche Parf. Ztg.*, **24**, *246, 1938.* A general discussion of ingredients of known usefulness. From 30 to 60% alcohol is suggested; menthol from 0.1 to 0.3%; lavender, cologne and witch hazel are the preferred odors. Zinc sulphocarbolate 0.1 to 0.5% as astringent of salts of aluminum. From 0.1 to 0.5% anesthesin can be used too.

Brushless Shaving Cream, *U.S.P. 2,134,666.* A plastic emulsion of oily and water materials in which is also present a material having oleophilic and hydrophylic groups.

Shaving Preparations, Trends in Technique of, J. M. Vallance. *Mfg. Perfumer*, **3**, *309, 1938.* The market for shaving preparations, once a stable one, now becomes changeable. Formulas for shaving soap and creams (brush and brushless types) are listed. The author suggests a formula for a pre-shave preparation to be used in conjunction with an electric shaver. Other shaving requirements are described.

Shaving Soaps and Creams, K. Pfaff. *Soap, Perfumery & Cosmetics*, **11**, *700, 1938.* (See item under Section L.)

T Skin Absorption

Fish Liver Oils, Topical Therapy with, L. Stambovsky. *Drug & Cosm. Ind.*, **43**, *543, 1938.* (See item under Section D.)

The Skin, Its Structure and Functions, J. Desplanques. *Recherches, No. 7, 104, 1938.* (See item under Section D.)

U Dermatitis

Clinical Study of Calamine Lotion, B. Fantus & H. Dyniewicz. *Bull. National Formulary*, **7**, *No. 2, 49, 1938.* (See item under Section D.)

Skin Irritation, by Eng. Welwart, *Reichstoffind.* **13**, *73, 1938.* The ease of dialysis through the outer skin rather than the degree of hydrolysis is considered the important factor in determining skin irritation. The addition of wetting agents to soap increases dialysis and irritation. This procedure is not recommended.

V Manicure Preparations

Brittle Nails, Anon. *J.A.M.A. 111, p. 559.* (See item under Section Q.)

Hand Cleanser. *F. P. 827,076.* (See item under Section Q.)

Nail Enamel, Anon. *Apotheker Ztg. Nr. 35, 1938.* Celluloid 40, amylacetate 350, isopropyl alcohol 350, acetone 200, alcohol (96%) 60, castor oil 10 with sufficient color and perfume. Another formula consists of amylacetate 70, acetone 200, water free cellulose acetate 50, castor oil 20 and 50 of pearl essence. Suitable perfumes are sandalwood, lavender, bergamot or rose compounds. (Through *Seifenseider Ztg.*)

Sodium Alginate in Cosmetics, Anon. *Drug & Cosm. Ind.*, **43**, *429, 1938.* (See item under Section D.)

Nail Enamel, Anon. *Deutsche Parf. Ztg.* **24**, *434, 1938.* A liquid nail enamel can be made from 30 nitrocellulose wool, 4 glycol, 45 butyl acetate, 4 butanol, 10 toluol, 6 acetone and 1 castor oil.

Tobacco Stain Remover, Anon. *Mfg. Chemist*, **9**, *299, 1938.* A formula for this purpose is impossible to suggest. A following formula once before mentioned might help: potassium permanganate 2% solution is the first application; after a few minutes apply a 10% solution of sodium bisulphite, then wash well with soap and water.

W Face Masks

Face Masks, Their Composition and Manufacture, von Ekmann. *Reichstoffind*, **13**, *142, 1938.* Four types of masks are found in common practice. One of the best astringent materials is white of egg. Mucilagenous materials will also give an astringent effect. In certain masks, the perfume is completely omitted. Twelve formulas are given. A *liquid mask* can be formulated from: acacia 37 parts, dextrin 2 parts, boric acid 1.5 parts and 50 parts water. This is then mixed to a mixture of alcohol 9 parts, 1 glycerine, 2 cetyl alcohol, 0.15 methyl-p-hydroxy benzoate, 0.2 camphor, 0.3 lavender oil, 0.2 menthol and water 88 parts. A milky preparation is so obtained. *A bentonite mask* can be made as follows: starch 6, glycerine 6, bentonite 45, boric acid 3, zinc oxide 15 and orange flower water 225.

Fillers, Clay, Talc and Others, P. Maynard. *Chemical Industries*, **43**, *491, 1938.* (See item under Section D.)

Milk Powders in Cosmetics, F. H. Sedgwick. *Soap Perfumery & Cosmetics*, **11**, *696, 1938.* (See item under Section D.)

Y Permanent Waving Preparations

Aluminum, Determination of in Aluminum Powder, A. Mankowich. *The Chemist Analyst*, **27**, *No. 3, 62, 1938.* (See item under Section A.)

Chemical Heating Pad, for Permanent Waving. *U.S.P. 2,126,734.* A container of aluminum foil and absorbent paper carries a mixture of $KClO_3$ 0.9 parts, Al dust 1.3, anhydrous $CuSO_4$ 0.15, kaolin 2 and pumice 2 parts or a similar mixture.

Hair Lacquer, Anon. *Drug & Cosm. Ind.*, **43**, *626, 1938.* (See item under Section O.)

Permanent Waving. *D.R.P. 657,-840.* Solutions for waving the hair can be made with organic bases whose alkalinity corresponds to that of a 5% solution of triethanolamine.

Permanent Waving Solution. *U.S.P. 2,125,832.* The solution used in impregnating a pad in hair waving consists of a combination of alkali metal sulfite and ammonium hydroxide.

Upsweep Hair Set, Anon. *Alcohol News, Nov. p. 1, 1938.* (See item under Section O.)

In response to numerous requests this page is being left blank . . . to make the other side more convenient for clipping and filing purposes.

HYDROCOL

This product is one of the most satisfactory emulsifiers on the market.

It is extremely simple to handle and will give a cream with a pH number below 7.

If this product is of any interest to you we will be glad to submit an adequate sample and formula for its use.

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And the right facial cream must contain the right beeswax base. It must be 100% pure, it must be uniform in texture, and pure white — all essential in making high quality creams.

Beehive Brand scores 100 on all three points. Our buyers select it from the finest grade of crude beeswax. Our skilled chemists test it for purity, quality and uniformity. And the sun and the air bleach it pure white.

And remember, the quality and texture of every tablet of Beehive Brand is always the same. Beehive assures you of a uniformly pure base, entirely free from adulterants of any kind. It places the prestige and integrity of a famous raw-materials manufacturer behind your product.

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RED OIL COMPOSITION WAXES STEARIC ACID
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NEWS and EVENTS

Hearing on Color Regulations February 6

A public hearing on the proposed regulations for the certification of coal-tar colors used in foods, drugs and cosmetics which were issued January 6 by the Food and Drug Administration of the Department of Agriculture, will be held in Washington on February 6. Copies of the regulations may be secured from the administration at Washington.

The regulations proposed specify 132 colors to be certified according to procedure outlined therein. Every batch of color must be certified. A $15 fee is stipulated for a batch of straight dye and $8 for a batch of mixed dyes. In applying for the addition of a new color to the list, the manufacturer must submit samples and technical information and must pay for the research work done by the department. No charge has been made, however, for work already done on the dyes submitted for investigation before February 6 in response to notices issued by the administration. No colors used in eyelash or eyebrow dyes are proposed for certification.

Those unable to attend the hearing are invited to submit their testimony, concerning the suitability and harmlessness of these 132 colors, in affidavit form.

Successful Sales Convention Concluded by Fritzsche Brothers

A full program of daily talks and quizzes conducted by the various executives and department heads, augmented by luncheon and after-dinner round table discussions, contributed to making this year's sales conclave, held December 12-15, one of the most constructive and successful in the history of Fritzsche Brothers, Inc.

Twenty-four representatives from all parts of the United States and Canada met on the opening day to receive president F. H. Leonhardt's cordial welcome once more to New York headquarters. The three-day program which followed included discussions by John H. Montgomery, C. F. Booth, F. L. Hilbert, H. P. Wesemann and Dr. E. H. Hamann. Mr. Montgomery took up various sales problems and discussed some of the implications of the new legislation. Mr. Booth conducted a novel series of experiments in odor compounding. Mr. Hilbert's lively quiz session brought helpful elucidation on certain of the properties, characteristics and applications of numerous aromatic chemicals. Mr. Wesemann's talk dealt with imports and the out-of-the-ordinary conditions surrounding certain foreign and domestic sources of supply.

The three evening sessions were participated in by the entire sales organization. These were held in the Panel Room of the New Yorker Hotel, preceded by the serving of dinner. Following the discussions colored motion pictures of the company's enlarged Seillans factory were shown as were Dr. Guenther's interesting African films.

On Saturday morning all of the representatives were taken by bus for a preview of the New York World's Fair.

World's Fair Cosmetic Building Now Nearing Completion

The building which will house all exhibits of perfumes and cosmetics at the New York World's Fair is now practically completed. Plans are also being rushed to completion for the all-industry Focal Exhibit designed by Donald Deskey, which will furnish the central theme of the building's fifty or more exhibits.

Among the companies already designing and in many instances building exhibits are the following: Peggy Sage, Inc., Bourjois, Inc., Coty, Inc., Marie Earle, Pinaud, Inc., Northam Warren Corp., Pearson Pharmacal Co., Ogilvie Sisters, Roger & Gallet, Etablissements Rigaud, Parfums Corday, Jacqueline Cochran, Mary Dunhill, Inc., Chanel, Inc., Revlon Nail Enamel Co., and Barbara Gould, Inc.

McKesson & Robbins, Inc., Winning Back Sound Reputation

George, Arthur and Robert Musica, surviving brothers of Philip Musica who, under the name of F. Donald Coster, was president of McKesson & Robbins, Inc., have pleaded guilty to a conspiracy and offered to give full testimony about their operations. In the trade it is felt that the reorganization of the company and the election of an old McKesson & Robbins man, C. F. Michaels, as president, is doing much to dispel the atmosphere of suspicion which has fallen over the old concern since the fantastic operations of the Musica brothers came to light.

Lever Brothers Co. Buys Hecker Soap Products

The Lever Brothers Co., Cambridge, Mass., has acquired the soap business of Hecker Products Corp., New York. The transaction involved payment of $2,500,000 in cash. Brands acquired are Fairy Soap, Gold Dust, Silver Dust and Sunny Monday.

"Industry Forum—1939" To Be Held January 17

Plans for "The Industry Forum—1939" were revealed December 21 by the Drug, Chemical and Allied Trades Section of the New York Board of Trade, under whose sponsorship it will be conducted.

The Forum, the first of its kind for the industry, is to take place January 17, at the Hotel Astor, New York City.

Perfume Fountain at San Francisco World's Fair

The Palace of Elegance at the Golden Gate International Exposition in San Francisco will have a perfume bar with a splashing fountain in which women may dip their fingers or handkerchiefs. The most beautiful girl in the Orient has arranged to come from Siam to attend the opening February 18.

New Name for U.S.I. Subsidiary U.S. Industrial Chemicals, Inc.

All manufacturing and selling activities of the U. S. Industrial Alcohol organization, with the exception of resins, have been conducted by U. S. Industrial Chemicals, Inc., a wholly owned subsidiary, formerly known as U. S. Industrial Alcohol Sales Co., Inc., since January 1, according to an announcement of President C. S. Munson. This change of name designates more accurately the present nature of the U. S. I. organization's business and reflects also its greatly widened

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must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

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We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!

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All Purpose
Bleach
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Lemon
Tissue
Beauty Mask
Clay Pack
Deodorant

SUNDRIES
Rouge Compact
Lip Sticks

Sundries *(Cont'd)*
Cream Rouge
Eye Shadow
Dusting Powder

LIQUIDS
Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Brilliantine
Powder Base
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Liquids *(Cont'd)*
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More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.

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TERPENELESS and
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scope in the chemical field. The same organization and plant facilities will continue to serve U.S.I.'s customers as before.

Allied Association Gala Xmas Party in Detroit

The Allied Drug & Cosmetic Association of Michigan held its 6th Annual Christmas Party, at the Book Cadillac Hotel, Detroit, December 16. Pres. G. Carlisle was presented with a set of matched golf clubs from the association as a token of appreciation for his work in the past year. As usual, every person present received a souvenir box which contains scores of items made by members and friends. Almost a hundred door prizes were given the ladies.

An excellent dinner with dancing helped make the evening exciting. Among the out of town guests were W. Fischer, Magnus, Mabee & Reynard, Inc.; R. Prentis, R. J. Prentis Co.; R. K. Snow, Dow Chemical Co.; E. C. Barton, Compagnie Parento Ltd.; F. C. Wilckens, Helfrich Labs., Ltd.; E. Brand, L. Sonneborn Sons, Inc.; E. Derby, American Cyanamid Co.; and R. Holland, R. Holland & Son. Chairman of the Entertainment Committee, Jeff Snider, said that it was by far the biggest and best Christmas Party the association has ever had.

C. E. Jamieson Distributes Money and Turkeys to All Employes

All employes of C. E. Jamieson & Co., Detroit, Mich., received a ten to twelve pound turkey along with one week's wages as a bonus when the large plant closed on the day before Christmas. The bonus was in addition to the other bonuses given when the fiscal year ends. "When Jamieson makes it," the president remarked, "so do all in the organization."

Soap Products in Canadian Minimum Loss Act

Application of the Canadian Food Products Minimum Loss Act has been extended to soap products and soap substitutes. The statute forbids sales at less than 5 per cent above the recognized wholesale cost.

Non-Crystallizing Gum Rosin for Soap Making Announced

Production of a new non-crystallizing gum rosin has been announced by the Bureau of Chemistry and Soils of the U. S. Department of Agriculture. The new rosin is made only from the liquid part of pine gum. It is believed that the new rosin will be especially useful in soap making.

Lenthéric Rewards Salesmen With Trip to Europe

Lenthéric's Grand Prix trip for sales representatives who have achieved their 1938 quota started December 26 aboard the *Normandie* bound for Le Havre. From there the group proceeded to Paris where four or five days were spent sightseeing, visiting the New Lenthéric laboratories at Puteaux (Seine) and in business meetings. A Banquet International including the European and American staffs was held on January 3 at the Hotel Crillon.

W. D. Canaday

The following day the group entrained for Budapest where more sightseeing trips, special luncheons, shopping, etc., were enjoyed. Several days were spent in Budapest, after which the group returned to Paris for the return trip on the *Ile de France*.

The Lenthéric executives who sailed included: W. D. Canaday, Lowell P. Weicker, Charles S. Gage, David M. Kendall and Kurt Loesch, as well as the following sales representatives: F. D. Jones, L. C. Barley, Jr., N. Chipley, D. G. Kitzmiller, W. Z. Pearsoll, W. D. Crookes, R. R. Kleinschmidt, F. F. Anderson, F. V. Suthers, C. H. Ober, H. G. Payne, Jr., W. R. Tenney, R. W. Keim, C. B. Casper, E. P. Haney, R. W. Kline and N. M. King.

Competition Forces Woodbury To Drop Fair Trade Protection

Woodbury's facial soap, made by the Andrew Jergens Co., Cincinnati, Ohio, has been withdrawn from the fair trade law protection in the states of Illinois, Indiana, Iowa, Ohio, New Jersey, and New York. The sales of the soap had suffered in these states because competing soaps did not come under fair trade rules. Competition forced the established price minimum from 10c. a cake down to 7c. a cake. Since its release from fair trade restrictions, the soap has sold for about 5c. a cake.

Coty, Inc., Restrains Price Cutting

The Green Cut Rate Stores, Inc., Philadelphia, Pa., was fined $200 in the Common Pleas Court of Philadelphia County for violation of the injunction secured by Coty, Inc., New York, N. Y., in June, 1938, to restrain price cutting on Coty merchandise in violation of their fair trade contract.

Generous Bonus to All Virginia Dare Employes

At the annual sales convention of the Virginia Dare Extract Co. held during the week of December 26 at the Brooklyn offices, several thousand dollars in bonuses and prizes were awarded for outstanding salesmanship.

Dr. B. H. Smith

Just preceding this, bonuses amounting to several thousand dollars were also distributed to office and factory employes at a Christmas Party.

This is in line with a policy of long standing established by B. H. Smith, president. He introduced this profit sharing system, feeling that those who help make money for the company should participate in its earnings. By the same token, most of the employees are shareholders in the company. The company has also provided for group insurance for the employes.

Branch members and representatives of Givaudan-Delawanna, Inc., enjoyed an informal dinner, where good fellowship and conviviality were marked, at the Hotel Brevoort, New York, December 14, after the annual organization meeting. Seated, left to right are: Martin B. Vance, Ira Bennett, John K. Stevenson, George M. Warren, Dr. M. Luthy, Dr. Eric C. Kunz, R. M. Stevenson, Dudley F. Lum, Dr. G. A. Geiger, Lyle L. Lowden. Standing, left to right are: R. A. Engel, J. Balsam, Fred Fielding, E. P. Nicholson, H. F. Duffy, R. M. Roberts, H. L. Shaftoe, W. Wynne, George Blake, E. R. vanLiew, M. Lazorchak, D. Watson, Frank H. Seely, A. G. Fox.

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It is highly recommended for all types of vanishing creams and pharmaceutical uses.

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A complete line of Cosmetic Raw Materials

VELIZAR BAGAROFF · OTTO *of* ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label. This quality product is especially worthy of your consideration.

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OIL LAVENDER ALTITUDE

It costs more than inferior oils; — it's real Lavender.
Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

"Ye Oldeste Essence Distillers"

W. J. BUSH & CO.
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NEW YORK, N. Y.

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Woolworth Penalized for Selling Pepsodent Antiseptic

On the premise that Pepsodent antiseptic has not been classed as a proprietary medicine and therefore must be sold only by a registered pharmacist, Municipal Judge Newcomb Condee of Los Angeles fined the F. W. Woolworth Co. $100 for selling this antiseptic in its stores. Suit was brought against the company by the California State Board of Pharmacy which charged that sales were made by persons who were not registered pharmacists.

This is one of several cases against chain stores begun by the state board in July after a new definition of a proprietary medicine was made by the attorney general. The board maintained that some of these stores sold products containing drugs listed in the U. S. Pharmacopeia which were not proprietaries and hence sold in violation of the pharmacy law.

Record Attendance at Fritzsche Brothers' Annual Dinner

Fritzsche Brothers' annual dinner-dances have a way, it seems, of growing bigger and better with each succeeding year. Proof of this was furnished December 17, when 230 of the firm's employes and executives assembled in the grand ballroom of the Hotel New Yorker to establish a new attendance record for this event.

The evening's program began appropriately with the singing of the "Star Spangled Banner" in which the entire party joined. F. H. Leonhardt, president, then made a short welcoming address in which he bid all enjoy themselves to the fullest, which they proceeded immediately to do. Many couples took advantage of the excellent dance rhythms provided by Merrell Hughes' orchestra and danced between courses. Vocal and instrumental solos provided additional entertainment before the last course was served.

Max Factor & Co. Dissolves and Merges Its Subsidiary

The Factor Mfg. Co., a wholly owned subsidiary of Max Factor & Co., Hollywood, Cal., has been dissolved and its activities merged with the parent company.

Magnus, Mabee & Reynard Host to its American Sales Staff

The annual sales meeting of the organization of Magnus, Mabee & Reynard, Inc., was held at their New York offices January 5-7. A complete laboratory demonstration of the history of a group of essential oils was one of the forums included in the six business sessions. Guest speaker, L. J. LaCava of Continental Can Co., New York, N. Y., spoke on package designing and merchandising.

The meeting ended with a dinner January 7 at the Hotel Astor.

Dinner for Jewish Charities Sponsored by Cosmetic Men

B. Harry Badanes of McKesson & Robbins, Inc., was chairman of the Cosmetic, Drug and Allied Division of the New York and Brooklyn Federation of Jewish Charities which sponsored a beefsteak dinner at the Grand Street Boys' Club, December 14. Herman L. Brooks, president of the Toilet Goods Assn. and president of Coty, Inc., and I. H. Bander were co-chairmen.

Doraldina Absorbed by Charles of the Ritz

The interests of Charles of the Ritz, Inc., have recently purchased the trade name of the Doraldina Co., Michigan Theatre Bldg., Detroit, Mich.

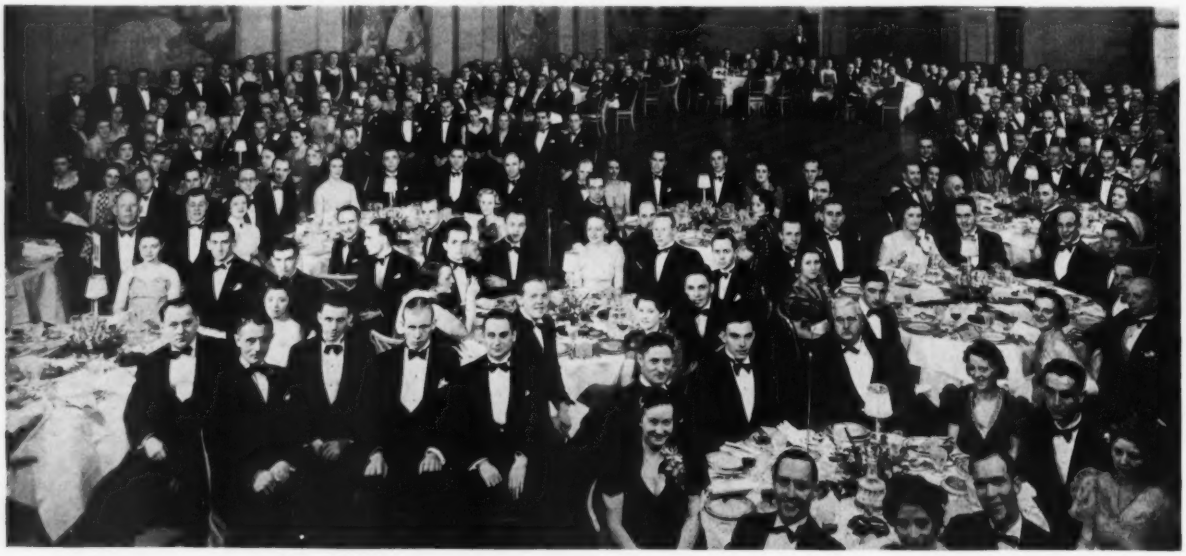
A new company, Doraldina Cosmetics, Inc., has been formed with Richard Salomon as president. An extensive sales campaign has been planned.

New York Companies Fined in Criminal Actions by F.D.A.

Among the criminal actions under the Federal Food, Drug and Cosmetic Act reported terminated during November with the following fines imposed by the courts were: Dermay Perfumers, Inc., New York, fined $100, and Mallinckrodt Chemical Works, New York, fined $100, for shipments of drug products that failed to meet the official standard or their own pretensions of strength and purity.

Seizures of eyelash dyes containing poisonous and caustic chemicals continued. In November there were picked up on this account 39 packages of Spiro's Oriental Eye Brow and Lash Coloure, 13 packages of Mary Luckie Lash & Brow Dye, and 10 packages of Loris Lash & Brown Colure.

Occupying the unique position of being the subject of the first seizure of a mechanical device, as distinguished from a drug, under the new Act, were 1,017 "Pate-O-Graph" units, a device intended to be used for the insufflation of head passages with a vaporized medicament. They were seized because of the potentialities of the article for harm to the user.



As usual the Annual Banquet of the Fritzsche Brothers, Inc., organization was marked by informal gayety

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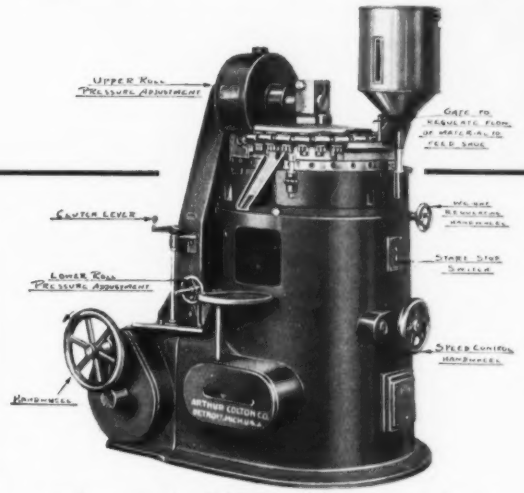
single punch, 700 tablets per minute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triple punch, 2100 tablets per minute

The Rotary Table carries a set of 25 Punches and Dies. Operating at maximum speed with single punches, you can produce 700 tablets per minute. When arranged for triple punches and dies and operating at maximum speed, you can produce 2100 tablets per minute. All triple punches and dies are in straight line following each other, insuring uniform feed in all die openings. 7/16" is maximum diameter recommended for triple operation.

These construction features:

(1) New design shoe gives diagonal crisscross feed as well as straight line—insures full dies, prevents granulation from separating.
(2) Special feed arrangement draws material into dies—all dies over-filled excess being pushed out before compression, important in compressing many materials.
(3) Rotary Table rests on ball thrust bearings (constantly bathed in oil).
(4) Motor Drive with Reeves Variable Speed Pulleys—built into base of machine, housed away from all dust.
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(6) Power Drive-Combination Worm and Gear.
(7) Hopper arranged with gate to regulate flow to feed shoe for different size tablets and different materials.

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TEGIN is the only glyceryl monostearate in flake form; and it's as uniformly pure as snow flakes.

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CHICAGO.....325 WEST HURON STREET
LOS ANGELES.....2260 EAST 15th STREET
ST. LOUIS.....245 UNION BOULEVARD
TORONTO.....372 BAY STREET

F.T.C. Complaints Continue to Diminish

Formal complaints for violations of the Federal Trade Commission Act were fewer in number during November than in October.

Complaint was registered against Parfums Corday, Inc., New York, N. Y. for alleged passing of domestic products as imported. T. Noonan & Sons, Co., Boston, Mass., was alleged to have misrepresented the results obtained from the use of its Vitamin F Scalp Cream. Bristol-Myers Co., Hillside, N. J., has allegedly misrepresented the therapeutic value of Sal Hepatica and Research Associates, Inc., Washington, D. C., the therapeutic value of Dermagell, a cleansing cream.

Stipulations to cease and desist from false and misleading advertising were entered into with Maskin Drug Co., Baltimore, Md. (Maskin Cocoa Tar hair dressing) and Pharma-Craft Corp., Louisville, Ky., (Ting, treatment for skin disorder).

"Made in France" Cannot Be Used If Cosmetics Are Made Here

Parfums Lañgyel, Ltd., New York, N. Y., according to a complaint filed by the Federal Trade Commission, allegedly advertises that the perfumes, toilet waters and other cosmetics it sells are manufactured in France and imported into the United States, when, in fact, they are made in this country from essential ingredients some of which are imported from France.

"Turtle Cream Oil" Out Unless Turtle Oil Is a Principal Ingredient

William A. Woodbury Sales Co., Inc., New York, N. Y., has been directed by the Federal Trade Commission to desist from representing that it is the manufacturer of the cosmetics and kindred products it sells, unless it actually owns and operates or directly controls a factory where it makes such products. It was also ordered to stop using the name "Turtle Cream Oil" to describe any emulsion of fats and oils, or any other preparation, which does not contain turtle oil as a principal ingredient.

Must Not Use "Whitener" As Part of Trade Name

Milford Milichy Davis, Atlanta, Ga., trading as So-Good Chemical Co., has agreed with the Federal Trade Commission to cease advertising that So-Good Hair Grower will grow hair and is competent in treating dandruff and other scalp diseases; that So-Good Hair Straightener will straighten the hair, unless the assertion is limited so as to indicate that it is merely a temporary dressing that may enable one to comb or dress the hair so that it will appear to be straight; and that So-Good Skin Whitener will remove skin blemishes. The company agrees to stop using the word "Whitener" as part of the trade name of its products, So-Good Skin Whitener and Flesh Brown Skin Whitener.

Claim That Depilatory "Will Permanently Remove Hair" Attacked

Claro Laboratories, Inc., South Bend, Ind., it is alleged in a complaint filed by the Federal Trade Commission, falsely advertises that Claro Hair Remover will permanently remove superflous hair from the body; that it is safe and non-irritating, and that claims made for the product are guaranteed. The complaint alleges that the product will not permanently remove any hair, but will only destroy existent hair; that it will cause the hair thereafter growing out to be more coarse, and that, according to some authorities, it will result in more hair growing out. The complaint points out that any chemical depilatory containing a sulphite in sufficient quantity to dissolve and burn hair as does Claro Hair Remover also will irritate or burn some delicate skins.

Weight Reducing Preparation Under Fire by F.T.C.

I. Burman, trading as Burtley Co., New York, sells under the trade name Marrilis a drug or cosmetic to be used as an external application for reducing weight. According to a complaint filed by the Federal Trade Commission, he disseminates advertisements in which he falsely represents that Marrilis is prepared by one of the world's leading cosmetic scientists; that the preparation will cause a definite and substantial loss of weight at the place applied, and will reduce weight one to four pounds after each treatment by naturally and scientifically eliminating fatty particles, surplus water and waste through the skin. The complaint charges that the preparation serves merely as an emollient ointment when applied to skin.

Cannot Claim That Product Will Make Frown Lines Vanish

Wings Products Co., Inc., Trenton, N. J., in the sale of Hollywood Wings, a preparation for use in treating the skin, has agreed with the Federal Trade Commission to stop use in labeling or advertising of the word "medicated" as descriptive of its products so as to imply that they are treated with medicine in sufficient quantity to produce therapeutic benefit to the user. The company also stipulates that it will cease making representations which imply that its products, when externally applied, will nourish or feed the skin tissue or will make facial or frown lines vanish.

Can't Claim Lipstick and Creme Rouge Are Indelible

Metzler - McKean Corp., Kansas City, Mo., trading as Lady Frances Laboratories and as Lady Frances, is prohibited by the Federal Trade Commission from representing that use of its facial creams and cosmetics will build new tissues to replace old and broken-down tissues, prevent or remove wrinkles, eliminate sallowness and enlarged pores, and produce the lovely clear glow of natural youth. The order also requires the company to cease advertising that its lipstick and cream rouge are indelible, that it maintains a personal prescription service for its customers, when such is not a fact, and that its salesmen or dealers earn $15 a day or any other amounts, unless they consistently and normally earn such amounts.

Must Omit "Tonic," "Hair Tonic" and "Hair Food" from Name

Mrs. Devillah Bailey, Jamaica, N. Y., trading as New York Mail Order House, distributing Glosso Foam Shampoo, DeVilla's Tonic Hair Food and Glosso Enamel Permanent Hair Dressing has stipulated with the Federal Trade Commission to cease advertising that the "tonic hair food" is a combination of roots, herbs and barks; that it stimulates the growth of hair, and relieves itching and dandruff. She will discontinue using the words "tonic," "hair tonic," "food," or "hair food," as part of their names.

Words "Manufacturers of" Tabooed Unless Actually So

Societe Coiffure, Inc., New York, in selling a hair waving preparation designated Beauty Wave, agreed with the Federal Trade Commission to stop advertising, when such are not the facts, that the product has been sold by "Gimbels of New York" or by any other concern in any designated quantity during a specified period of time, that satisfied users number hundreds of thousands, or that the preparation has been used by glamorous movie stars. The company also will discontinue use in advertising matter of the words "manufacturers of" to represent that it makes Beauty Wave or owns or operates the plant in which the preparation is manufactured.

Profits in Bubble Bath Products

[*Continued from page 37*] fairly rigid for considerable lengths of time.

In this connection we advise that ordinary toilet and bath soaps may cause the bubbles to disappear quite rapidly sometimes. Soapless soaps of the "Dreft" type may be employed as they would tend to increase the quantity of bubbles rather than reduce them. Ordinary soap seems to inactivate some wetting agents.

There are two forms of bubble bath products—liquid and solid. Liquid products are concentrated solutions of wetting agents in a suitable solvent along with perfume and coloring material. Some of these are oily in nature—possibly due to the use of the sulphonated oils either as a solvent for the wetting agent or perfume.

Solid products may be formulated using a suitable wetting agent—or agents—with sodium sesquicarbonate powder or powdered skimmed milk. Sodium sulfate is also suggested as a filler in place of the sesquicarbonate. Powders of this type have a tendency to render the bubble film more rigid.

FORMULATION

The following formulas are suggested. The selection of a suitable wetting agent is left entirely up to the compounder.

POWDER MIXTURE

Wetting agent	25%
Filler	75%

Color and perfume to suit.

The fillers suggested are sodium sesquicarbonate, sulfate or bicarbonate; skimmed or whole milk powder, etc.

LIQUID MIXTURES

Salt free wetting agent	25%
Water or/and sulphonated oil	75%

Perfume and color to suit.

Salt free wetting agents are recommended because of their greater solubility.

Pine compounds of natural Tyrol oils and other aromatics are the most popular. Tint products with an alkali fast color.

Cosmetic Regulations Simplified

[*Continued from page 36*] has always appeared upon a bottom label in most cases of face powder boxes, and it is not considered that the continuation of this practice would be misleading.

SUMMARY ON NEW LABELS

In designing new labels or in designing labels for a new article, it will be preferable to put the name and address of the manufacturer and other necessary information on the front label.

In revising old labels where the form and size of the label is restricted in many instances by the form and size of the container, it is not necessary in all cases to supply the required information on the principal label, but where such information appears upon a back label or a bottom label, there should be a valid reason for relegating it to a back or bottom label and such information should appear so conspicuously upon the label that the customer will be likely to secure the information.

STATING QUANTITY OF CONTENTS

The statement of the quantity of the contents shall reveal the quantity of cosmetic in the package, exclusive of wrappers, and other packing material.

The statement shall be expressed in the terms of weight, measure, numerical count, or a combination of them, which are generally used by consumers to express quantity of such cosmetic and which give accurate information as to the quantity. If no general consumer usage in expressing accurate information as to the quantity of such cosmetic exists, the statement shall be in terms of liquid measure if it is liquid, or in terms of weight if it is solid, semisolid, or viscous or in terms which will give accurate information as to the quantity.

A statement of weight shall be in terms of the avoirdupois pound and ounce. A statement of liquid measure shall be in terms of the United States gallon of 231 cubic inches and quart, pint and fluid ounce subdivisions and shall express the volume of 68° Fahrenheit (20° Centigrade). In the case of an export shipment, the statement may be in terms of a system of weight or measure in common use in the country to which such shipment is exported.

A statement of weight or measure may be supplemented by a similar statement in the metric system.

If a statement of numerical count doesn't give accurate information, it must be supplemented by a statement of weight, measure or size of individual units which will give accurate information. Only generally used fractions shall be used; a common fraction shall be reduced to its lowest terms; and a decimal fraction limited to two places.

If the quantity of cosmetic in the package equals or exceeds the smallest unit of weight or measure specified by law the statement shall express the largest of such units in the package. (For example, the statement on the label of a package which contains one pint of cosmetic shall be "1 pint" and not "16 fluid ounces.") This need not be done in a supplemental statement in the metric system.

Where the number is a whole number and a fraction, there may be substituted for the fraction its equivalent in smaller units. (For examples, 1¾ quarts may be expressed as "1 quart 1½ pints" or "1 quart 1 pint 8 fluid ounces"; 1¼ pounds may be expressed as "1 pound 4 ounces.")

The stated number of any unit which is smaller than the largest unit contained in the package shall not equal or exceed the number of smaller units in the next larger unit so specified (for examples, instead of "1 quart 16 fluid ounces" the statement shall be "1½ quarts" or 1 quart 1 pint"; instead of "24 ounces" the statement shall be "1½ pounds" or "1 pound 8 ounces").

Where there is any established custom of stating the quantity as a fraction of a unit, which unit is less than the quantity [*Continued on page 102*]

Elizabeth Arden Agrees to Modify Claims for Creams

Elizabeth Arden, New York, has entered into a stipulation with the Federal Trade Commission to discontinue representations in the sale of cosmetics, including Ardena Velva Cream Mask, Eight Hour Cream, Venetian Orange Skin Cream and Ardena Orange Skin Cream. The company has agreed to cease advertising that use of any of the products named, will remove or prevent lines or wrinkles or have any effect upon such conditions other than to temporarily soften the appearance thereof; that their use "lifts muscles," affects the contours of the face in any way, refines the pores, or nourishes the skin, or that they are recommended for skins lacking natural nutritive qualities.

C. F. Sauer Co. Denies Price Discrimination

C. F. Sauer Co., spice and extract house, Richmond, Va., replied to the charge of the Federal Trade Commission with a denial that it had violated the law by discriminating in prices.

Cannot Claim that Cream Promotes Eyelash Growth

Pinaud, Inc., New York, has been ordered by the Federal Trade Commission to cease and desist from advertising that use of an eyelash cosmetic, designated Pinaud's Six-Twelve Creme de Mascara, will increase or promote the growth of eyelashes or cause eyelashes to be longer, heavier or of a silkier quality.

Glass Industries of America, Inc. to Manufacture Glass Specialties

Glass Industries of America, Inc., has been organized under a New York charter with Morton A. Friedman, president, and George Grunberg, treasurer, to manufacture and deal in novelty glassware, vials and accessories. Mr. Grunberg is well known in the trade and has a background of 30 years of experience in the glass business. Mr. Friedman has had general business and manufacturing experience for a like period. An announcement of the company states that it operates factories in Vineland and Millville, N. J.

Claim to Make Nails Strong and Healthy Banned

The Federal Trade Commission has issued an order against Leopold Levoy and Nathan C. Blacher, trading as Sunbeam Laboratories, Los Angeles, directing that they cease representing their product, Nailife, as being beneficial for dry or splitting nails, and as being the perfect nail food and a scientific preparation which will transform irregular, broken nails into well formed, symmetrical ones. The order also bars the assertion that use of the preparation will make nails strong and healthy. Findings were that the value of the use of the preparation is limited to forming a protective covering for the nails, that it will not accomplish the results claimed and that the representations are exaggerated and untrue and constitute false advertisements.

Plan to Organize Council of Industrial Alcohol Users

Users of industrial alcohol have been invited to attend a luncheon to be given at the Chemist Club January 24. The purpose is to determine the need of establishing a council to keep check on state legislation pertaining to non-beverage alcohol.

Beg Pardon

Pinaud's new popular perfume, "Preface," was mistakenly called "Prelude" on page 62 of our November issue in connection with this company's exhibit at the London Hair & Beauty Fair.

The new home of Florasynth Labs. at 4643 Hollywood Blvd., Los Angeles., Cal., has now been completed. The one-story structure affords 10,000 sq. ft. for laboratories and offices. Shown above are: the outside of the building; office of Dr. Alexander Katz, manager; and the control and manufacturing laboratory.

TRADE JOTTINGS

Kathleen Mary Quinlan has now introduced a new sparkling perfume odor called "After Dark." It is available at present only in purse size form; the regular size bottle will be ready shortly.

For mid-winter treatment of the hands, Yardley & Co. offers a treatment set whic hincludes English Lavender soap and Milk of Lavender, a liquid cream with a softening quality and a delicate lavender odor.

"Cosmetic Colors" for both town and resort fashions is the latest vogue following the trend to match make-up to accessories. Elizabeth Arden's new make-up shades have been adopted for shoes, hosiery, handbags and for the much talked of "Powder Puff" hat.

Katherine Cornell was chosen as this year's recipient of the D'Orsay Decoration, awarded annually to the actress who, in the opinion of leading fashion and beauty authorities, best typifies the finely-groomed woman of today.

"Success School" where courses in the enhancement of "face, figure, and fascination" will be given has just been opened by Richard Hudnut at the New York salon.

A showing of 1939 revival fashions in which sachets by Leigh Cosmetics Inc. were featured was staged by Abbott Kimball at the Murray Hill Hotel, New York, January 10, before an interested audience of about 300.

OBITUARIES

Frank N. Carpenter

Frank Newton Carpenter, former secretary of the old Manufacturing Perfumers' Assn., who was actively associated with the toilet goods industry for over 35 years including executive positions with Caron Corp., Lentheric, Inc., and Odol Corp., died at his home in New York, N. Y., December 19, at the age of 62. His most recent connection was with Shulton, Inc., in charge of sales and merchandising. He is survived by his widow and two children.

Lloyd Thomas Seyfried

Lloyd Thomas Seyfried died suddenly of a heart attack, December 1, at the age of 59. Mr. Seyfried's entire business life was spent in the drug and cosmetic field. He had been middle-west representative for Chanel and Bourjois for over 23 years. He is survived by his widow.

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You will find these NORTHWESTERN products especially desirable both as to odor and taste

THE NORTHWESTERN CHEMICAL COMPANY

THE LARGEST MAKERS OF BUTYRIC ACID IN THE WORLD

WAUWATOSA, WISCONSIN

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LONG WANTED

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THE BIGGEST SELLER IN YEARS

BLACK LIPSTICK

THAT TURNS RED ON THE LIPS

- Absolutely Pure
- Super-Indelible
- Exquisite Color
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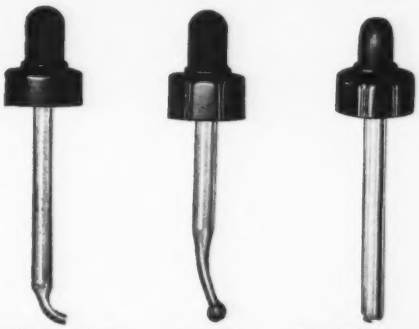
DROPPERS • APPLICATORS AND BOTTLE FITTINGS

for every purpose, to meet almost every perfume, cosmetic and medicinal need. . . . This includes the right kind of caps and rods and brushes, each of the finest, at very reasonable prices.

Your inquiries invited.



No. 2325 Extra Short Bent Point, Double Shell Metal Cap

No. 2205 Ball End Finish

No. 2250 DeLuxe Fittings for Nose Drop Packages

GLASS PRODUCTS CO.

GLASSWARE

VINELAND • NEW JERSEY

HERE AND THERE

▸ Dr. Albert Verley, president and director of the Verley Chemical Co., Chicago, Ill., and head of Etablissements Albert Verley, Paris, France, is expected back to the United States this month.

▸ Frederick C. Theile president of P. R. Dreyer, Inc., New York, N. Y., was forced to return to his home while on a recent business trip owing to an attack of appendicitis. While he is now able to attend to his duties at the office, Mr. Theile is still under the doctor's care.

▸ Maison G. de Navarre addressed the Grosse Pointe Medical Club recently on "Antiseptics, Internal & External."

▸ C. P. Wilson has been appointed general manager of the California Fruit Growers Exchange Products Department which sells all of the citrus products produced by Exchange Lemon Products Co., Corona, Cal., and the Exchange Orange Products Co., of Ontario, Cal. Those products consist mainly of citric acid, lemon oil, orange oil, pectin, orange juice products concentrated and natural strength, and prepared for bottlers and dairies; and lemon juice prepared in similar manner. Mr. Wilson was previously assistant general manager of the Products Department and prior to that was manager of the Research Department of the California Fruit Growers Exchange. M. L. Chapman is sales manager for the Products Department and handles direct contacts with the trade, either personally or through salesmen working out of Ontario, Chicago, or New York.

C. P. Wilson

▸ M. G. Vidulich has been appointed director of sales of Roberts Laboratories, Inc., New York, N. Y. He is well known in the trade through his former connections with George Borgfeldt & Co. and the Armand Co.

▸ Victor E. Williams, manager of the New York sales branch of Monsanto Chemical Co., has been appointed assistant general manager of sales. In his new position, Mr. Williams will divide his time between New York City and the Saint Louis headquarters of Monsanto. He is assistant vice president and assistant secretary of the company. A. T. Loeffler, who has been assistant manager of the New York branch, has been appointed New York manager and F. C. Renner, assistant general manager of sales, Merrimac Division of Monsanto, Boston, has succeeded Mr. Loeffler at New York.

▸ Charles Pisano, president of Citrus & Allied Essential Oils, Inc., New York, N. Y., official stock distributor for Consorzio Provinciale Agricultura Sezione Bergamotto, Reggio, Calabria, Italy, sailed on the *Rex* January 14. He will spend two weeks on the continent in France and Italy and one month in Sicily. While abroad he plans to make a careful study of the citrus oil situation.

Charles Pisano

▸ Edyth Thornton McLeod has joined the staff of Frances Denney, Philadelphia, Pa., and will make her headquarters at 551 Fifth Ave., New York, N. Y.

▸ Edgar R. Ellis has been added to the staff of Firmenich & Co., New York, as salesman for the metropolitan district, according to an announcement by Rupert Watson, vice-president of the firm. Mr. Ellis had formerly been connected with the Oil Paint & Drug Reporter Publishing Co.

▸ Henry A Colgate and S. Bayard Colgate became general partners January 3 in the New York Stock Exchange firm of Jas. B. Colgate & Co., founded in 1852. Another partner is James C. Colgate. Henry A. Colgate and S. Bayard Colgate are great-grandsons of William Colgate, who founded Colgate Soap Co. in 1806. The former is a director and member of the executive committee of the Colgate-Palmolive-Peet Co., while the latter is chairman of the board and past president.

S. Bayard Colgate

▸ Anthony C. Nitti, until last spring connected for 15 years with E. R. Squibb & Sons Research Laboratory, has accepted a position as Chief Chemist in charge of research and manufacturing with Roberts Laboratories, Inc., specialists in ointments and creams. After leaving Squibb, he became manager of Parasol Chemical Co. Then he was chief chemist of Leading Perfumers and Chemists which position he resigned to assume his new post. He is a graduate of Polytechnic Institute of Brooklyn where he also pursued his post graduate studies in organic chemistry, receiving the Raymond Prize for his thesis "Group Substitution in the Benzene Ring". His reputation has been built on his work in pharmaceuticals, proprietaries, cosmetics, and corrosion prevention of collapsible tubes.

▸ T. K. Roach, representative in the Cleveland, Pittsburgh and Detroit territory for W. J. Bush & Co., Inc., who has just completed years of service with the company was the guest of the main office in New York on the anniversary.

▸ A. F. Wortman, an authority on alcohol regulations and one of the best known men in the allied industries, retired January 1 after fifty years of continuous service with the U. S. Industrial Alcohol Co. He began his association with the old firm of James A. Webb & Son on January 2, 1888, and was made manager of the company five years after it was acquired by the U. S. Industrial Alcohol Co. in 1920. He also served as assistant secretary and treasurer of the parent company. A special scroll signed by all in the company together with a wallet was presented to him by his associates at a farewell collation at the Uptown Club December 28. The presentation was made by Walter J. Fried, manager of New York alcohol sales.

A. F. Wortman

▸ Andre Firmenich, partner of Chuit, Naef & Cie., Firmenich & Cie. Succrs. of Geneva, Switzerland, producers of perfume specialties and aromatic chemicals, returned to Geneva December 11 on the *Bremen* after spending about six weeks in this country calling on the trade with Rupert C. Watson, vice-president and sales manager of Firmenich & Co., Inc., New York.

▸ William G. Mennen, president of the Mennen Co., Newark, N. J., presided at his annual Christmas party tendered to all salesmen who sell to his company.

IT IS SO EASY
TO GET HIGHEST QUALITY

OIL OF BERGAMOT

Simply ask to see the original package. The Law requires that all Bergamot production in Italy be deposited in its warehouse . . . and the coppers and cases clearly marked for easy identification. This is for your protection and is your guarantee of the real product—a product that has been untampered with.

We export through old established firms. We also have our own commercial office which ships Oil of Bergamot, in any quantity, to purchasers throughout the world. Your inquiries Invited.

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BERGAMOT OIL

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CONSORTIUM PACKAGES

TERPENELESS & CONCENTRATED OILS

HAND PRESSED LEMON ITALIAN	CEDARLEAF AMERICAN
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NEROLI PETALE ITALIAN	TANSY AMERICAN
SWEET ALMOND ITALIAN	PEPPERMINT REDISTILLED

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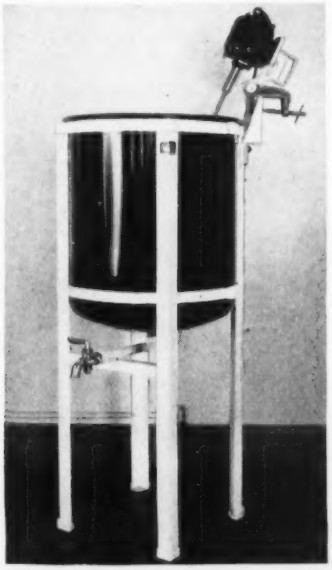
55 E. 11th Street, New York, N. Y.

Official Stock Distributor for Consorzio Provinciale Agrumicultura Sezione Bergamotto Reggio Calabria, Italy.

FOR MIXING OR STORAGE

ERTEL GLASS LINED TANKS

are fast becoming standard equipment for the cosmetic industry!



- The glass lined tanks are acid-resisting.
- Sizes range from 15 to 300 gallons.
- The ERTEL MIXER is easily removable.

ERTEL is headquarters for Glass Lined & Stainless Steel Tanks . . . Asbestos Disk Filters . . . Neutral Asbestos Filter Disks . . . Portable Mixers . . . Bottle Fillers . . . Hand Cappers.

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LET US SOLVE YOUR PROBLEM!

ANILINE COLORS

For Perfumes, Soaps, Shampoos, Bath Salts, Toilet Preparation Compounds. Nail Polish, Waveset and Permanent Wave Lotions.

COSMETIC COLORS

For Rouges, Face Powder, Lipsticks.

CARMINE No. 40

SAPONINE

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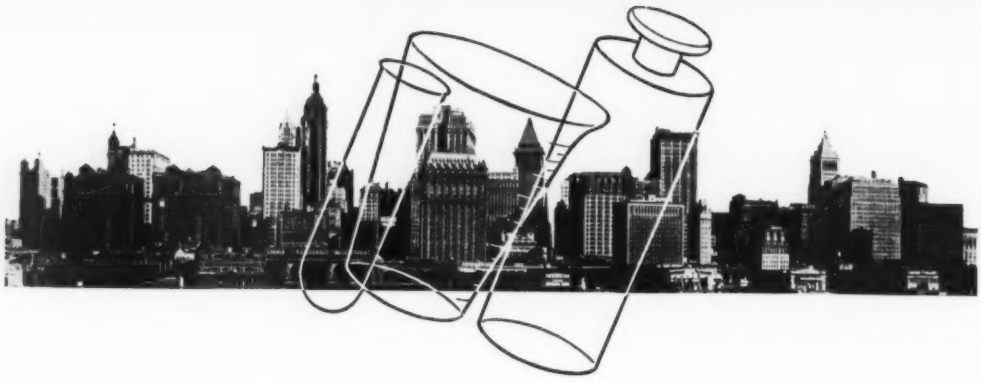

NEW YORK MARKET

DECEMBER presented a somewhat different picture from the final months of recent years. In view of the low prices prevailing on aromatic chemicals and essential oils, there was less inclination on the part of dealers and manufacturers to press material for sale. The low prices did not come over the past month, but were the results of competitive conditions that have existed for a long time due in part to the absence of speculative interest and a reduced consumption in line with general business conditions. Generally, business in oils and chemicals was better over the past month than in December, 1937. It is expected, however, that when books are finally completed covering the full year, both volume and dollar totals will be lower than in the preceding twelve month period.

Ordinarily at this time, suppliers give much thought to the possibilities of future business. The leading question today, however, is how much further can prices decline? Observers feel that markets have reached a point where a demand no matter how small will serve to correct the downward movement.

The sudden reversal in the trend of vanillin and ethyl vanillin last month might readily be taken as an example of what may occur in other articles in the future.

Sassafrassy and Camphor Scarce

Efforts on the part of producers abroad to control production and prices and a declining trend in consumption here, have made it difficult for suppliers to do business. Oil sassafrassy, and Japanese light camphor oil are still very scarce owing to the continued absence of offerings of brown oil from the source. Shipping prices on bergamot, Italian lemon, and rose have been maintained at a good level through the control of exports, prices paid to producers, etc.

Most Spanish oils displayed considerable strength. There were comparatively few offerings of rue. Shipping prices were distinctly indicative of substantial strength on the part of replacement sellers. Pennyroyal and thyme were difficult to obtain at the source and spot prices displayed an upward tendency.

Citronella Oil Advances

Drought in Ceylon is believed to have affected the production of citronella oil. For the first time in a long while prices were advanced above the level of the Java oil. Eucalyptus and eucalyptol were firmer. Cables on eucalyptus were higher. One large shipper in Australia ceased making offers for a time. It is understood that a fair business had been closed last month for forward delivery and it is believed that consumption of both articles will improve over the next few months.

Citrus Oils Down

The outlook in citrus oils is not particularly promising, though California orange is available at record low prices and there is less inclination on the part of sellers to press further for business. With another crop at hand and domestic oil continuing to be available at low prices, it is not likely that any higher prices will be seen on Italian lemon. Business in the citrus group is down to the volume usually noted at this season of the year. The situation in lime is highly unsettled because of low prices being quoted on Mexican oil. Although very little business was noted, the upward trend in vanilla beans has been extended. Reports from leading importers indicate that prices are likely to go higher because of conditions at primary markets. Foreign market prices were strongly supported. It is believed that consumers who have failed to cover their requirements will pay more for merchandise between now and spring.

Soap Oils Quiet

Trade in the general line of soap oils was quiet. Stearic acid and red oil registered declines though both articles appeared steadier toward the close of the month. Crude glycerine displayed a slightly easier tone. Leading refiners were adhering to full prices on chemically pure. Producers are of the opinion that fair quantities of refined will be needed over the coming quarter. Last minute purchases for the Christmas holiday trade caused an actual shortage of some grades of lavender and rose flowers.

WHAT IS AHEAD FOR 1939?

[*Continued from page 44*] to point to the 60-year period from 1870 to 1930. In that time, while our population grew by 218 per cent, the physical volume of our industrial production rose by 745 per cent. In other words, during those 60 years the average man became nearly 3½ times better off. And to make it a little more concrete, I want to read you a partial list of the things the American people enjoy today that their grandfathers never dreamed of: 24,000,000 automobiles, 29,000,000 radios, 22,000,000 electrically lighted homes, 10,700,000 vacuum cleaners, 11,500,000 washing machines, 9,000,000 electric refrigerators.

"No other nation, and no other period, can show a record approaching this. And yet I think we would all agree that, given public confidence and opportunity, a record can be built in the future which will surpass that of the past."

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for greater sales appeal

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Address.....

City.....

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The rates for advertisements in this section are as follows: Business Opportunities, $1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

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want to register a **TRADE MARK?**

write The AMERICAN PERFUMER, 9 E. 38th ST., N. Y.

IF YOU MANUFACTURE, ADVERTISE OR SELL COSMETICS

you will want a copy of this new, authoritative book

MARKETING COSMETICS

By S. L. MAYHAM—$2.65 postpaid

It gives a complete picture of the cosmetic market and how to operate in it profitably. Treats of all factors that enter the problem of cosmetic marketing—discusses their good and bad aspects under current conditions—shows how they are being handled successfully. Based on practice, not theory.

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YOU'LL BE SURPRISED

at the low prices

Efficient rebuilding at our eight acre Newark plant enables us to sell at the lowest possible prices.

SELECTED SPECIALS

8—Tablet Machines: 3—Colton 2B, ½"; 1—Stokes "O", ⅝"; 1—Mulford, 2"; 2—Colton No. 2 Rotary, ¾"; 1—Stokes Rotary D, 1"; 1—Stokes Eureka hand, ½".
1—Pneumatic Scale Automatic Screw Capper; 4 Kramer, semi-automatic.
5—Gravity and Vacuum Bottle Fillers, 2 to 6 spouts.
1—Pneumatic Scale Packaging Unit, carton feeder, top and bottom sealer, 2-stage weigher, Wax liner unit.
2—Sameo Jr. 6 spout Vacuum straight line filler.
1—National MG Powder Filler and Weigher.
1—Miller "Economatic" Wrapping Machine.
2—World Rotary Automatic Labelers.
1—World Automatic straight line Duplex Labeler.
8—World, Armold and National semi-auto, motor driven Labelers.
22—Dry Powder Sifters and Mixers, lab. size to 4000 lb.
2—Karl Kiefer Visco Piston type Jar Fillers.
1—Urie Universal Tube or Jar Filler, motor driven.
5—Pony Mixers, Day and Ross makes, 8, 15, and 40 gal.
2—200 gal. Glass Lined Jacketed Kettles; 2—250 gal. Agitated; 4—350 gal. jacketed.

MISCELLANEOUS—Large selection of: Glass Lined Storage Tanks, Drug Mills, Pulverizers, Pill Mass Mixers, Sifters, Colloid Mills, Filter Presses, Coating Pans, Tanks, Portable Agitators, Pumps, Boilers, Kettles, Grinders, Ointment Mills, Screens, Filters, Stills, etc. SEND FOR COMPLETE BULLETIN.

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We Buy and Sell from a Single Item to a Complete Plant.

Consolidated Products Company, Inc.

14-15 Park Row New York, N. Y.

Warehouse and Shops: 335 Doremus Avenue, Newark, N. J.

VAN DYK & CO.

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MANUFACTURERS OF RAW MATERIAL FOR PERFUMING . . . COSMETICS . . . FLAVORING

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Our monthly magazine, "Progressive Perfumery and Cosmetics", sent free on request.

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(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

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Almond Bit., per lb.	$2.00@	$2.35
S. P. A.	2.10@	2.45
Sweet True	.65@	.80
Apricot Kernel	.30@	.35
Ambler rectified	.48@	.55
Amyris balsamifera	3.00@	3.25
Angelica root	52.00@	75.00
Anise, U. S. P.	.78@	.85
Aspic (spike) Span.	1.35@	
French	1.55@	
Bay	1.25@	1.40
Bergamot	3.80@	4.00
Birch, sweet	1.65@	3.25
Birchtar, crude	.18@	.22
Birchtar, rectified	.70@	.85
Bois de Rose	1.55@	2.50
Cade, U. S. P.	.41@	.45
Cajeput	.44@	.55
Calamus	4.20@	4.75
Camphor "white"	.28@	.30
Cananga, Java native	1.30@	1.50
rectified	1.65@	2.00
Caraway	1.80@	1.95
Cardamon, Ceylon	14.00@	22.00
Cassia rectified, U. S. P.	1.10@	1.30
Cedar leaf	.58@	.75
Cedar wood	.22@	.26
Celery	8.50@	12.00
Chamomile (oz.)	5.50@	8.00
Cinnamon	7.25@	17.00
Citronella, Ceylon	.35@	.40
Java	.32@	.35
Cloves, Zanzibar	1.00@	1.07
Copaiba	.55@	.60
Coriander	15.00@	20.00
Croton	1.35@	1.45
Cubebs	2.55@	2.85
Cumin	6.75@	8.50
Dillseed	2.75@	3.75
Erigeron	2.40@	3.00
Eucalyptus	.35@	.40
Fennel, Sweet	1.15@	1.25
Geranium, Rose, Algerian	2.80@	3.25
Bourbon	2.50@	2.90
Turkish	2.05@	2.60
Ginger	5.40@	6.00
Guaiac (Wood)	2.70@	3.15
Hemlock	.90@	1.10
Juniper Berries	1.10@	1.35
Juniper Wood	.50@	.60
Laurel	6.50@	8.00
Lavender, French	2.40@	4.75
Lemon, Italian	2.95@	3.50
Calif.	2.50@	
Lemongrass	.36@	.60
Limes, distilled	3.35@	4.00
expressed	7.00@	8.00
Linaloe	1.20@	1.30
Lovage	60.00@	70.00
Marjoram	5.25@	8.00
Neroli, Bigarde, P.	115.00@	130.00
Petale, extra	140.00@	155.00
Olibanum	5.00@	5.25
Opopanax	10.00@	12.00
Orange, bitter	1.85@	2.35
sweet, W. Indian	1.75@	2.25
Italian	2.40@	3.25
Spanish	2.60@	3.10
Calif. exp.	.68@	.70
Orris root, con. (oz.)	5.00@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Patchouli	3.65@	5.75
Pennyroyal Amer.	1.75@	2.25
French	1.80@	2.50
Pepermint, natural	2.25@	2.35
redistilled	2.45@	2.65
Petitgrain	1.00@	1.25
French	2.25@	2.50
Pimento	2.35@	5.50
Pinus Sylvestris	1.95@	2.20
Pumillonis	1.85@	2.05
Rose, Bulgaria (oz.)	5.50@	13.00
Rosemary, French	.58@	.70
Spanish	.55@	.70
Sage	1.50@	1.65
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.00@	6.00
Australia	5.25@	6.00
Sassafras, natural	.95@	1.30
artificial	.35@	.39
Snake root	9.50@	11.00
Spearmint	1.75@	2.00
Thyme, red	.90@	1.35
White	.95@	1.40
Valerian	8.00@	10.00
Vetivert, Bourbon	4.75@	7.00
Java	3.75@	10.00
Wintergreen	3.35@	8.00
Wormseed	2.20@	3.00
Ylang Ylang, Manila	18.00@	24.00
Bourbon	2.50@	5.75

TERPENELESS OILS

Bay	3.10@	4.00
Bergamot	9.00@	14.00
Clove	3.25@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	50.00@	64.00
Sesquiter peneless	85.00@	
Lavender	7.50@	11.50
Lemon	14.50@	21.00
Lime, ex.	44.00@	64.00
Orange, sweet	98.00@	110.00
bitter	90.00@	115.00
Petitgrain	2.50@	3.50
Rosemary	2.50@	4.00
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang Ylang	28.00@	35.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Alcohol C 8	16.00@	20.00
C 9	25.00@	40.00
C 10	20.00@	28.00
C 11	17.50@	22.00
C 12	10.00@	20.00
Aldehyde C 8	25.00@	30.00
C 9	40.00@	65.00
C 10	38.00@	55.00
C 11	27.00@	40.00
C 12	24.00@	32.00
C 14 (so-called)	13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicate	.55@	.75
Amyl Valerate	2.00@	2.40
Anethol	1.10@	1.45
Anisic Aldehyde	3.10@	3.50
Benzophenone	.90@	1.30
Benzyl Acetate	.50@	1.05
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.97@	1.80
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	4.75@	7.00
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	11.00@	13.00
Benzylidenacetone	2.00@	3.50
Borneol	1.75@	2.00
Bornyl Acetate	1.25@	4.50
Bromstyrol	3.75@	4.25
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyricaldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	3.05@	3.75
Cinnamic Aldehyde	.85@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.75@	2.80
Citronellal	.85@	1.65
Citronellol	1.60@	2.10
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.26@	.35
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	5.25@	5.40
Eucalyptol	.57@	.65
Eugenol	1.75@	2.25
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.60@	2.50
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	2.00@	2.80
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.00
Indol, C. P. (oz.)	1.90@	4.25
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.70@	3.10
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	3.25@	3.60
Iso-safrol	2.00@	
Linalool	2.35@	4.75
Linalyl Acetate 90%	2.25@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.10@	3.25
Synthetic	2.25@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.25@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cinnamate	2.75@	3.25
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
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Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.00@	5.25
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.35@	.40
Musk Ambrette	3.25@	3.65
Ketone	3.40@	3.80
Xylene	1.00@	1.25
Nerolin (ethyl ester)	1.55@	1.80
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50

[Continued on page 102]

As efficiency goes UP—Costs go DOWN

[*Continued from page 39*] even on the conveyor tables on which any hand operations are performed, are usually provided. In this latter application, the object is to slow up the lineal travel so that useful work is performed more rapidly and painstakingly instead of expending the operators' energy in "chasing" the work.

WHY PRODUCTION SPEEDS ARE VARIED

At least one production man varies the speed of production equipment with the hour of the day or more accurately the time in the shift cycle. The equipment runs slower as the shift starts in, then it is kicked up and finally backed off again at the fag end of the shift.

When higher than rated capacity is indulged, it is essential that accounting procedure be changed to amortize the equipment over a shorter period as its useful life is obviously shortened. It appears that three or not over four years is the only safe practice. Container manufacturers are to be commended, for, considering the added abuse these higher speeds submit the containers and closures to, it is remarkable that damage and breakage is not excessive. This is doubly true of the so-called light weight ware that is coming into wider use.

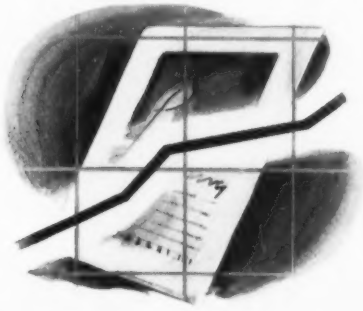
AMORTIZING COST OF EQUIPMENT

For those who are modernizing and contemplating new equipment, one closing thought is advanced. In the purchase of consumer goods such as automobiles, the cost of the developmental engineering involved is distributed over thousands, even millions of units and production is on a correspondingly high efficient basis. In the purchase of capital goods, such as new production equipment, the cost of development, engineering, patterns, etc., must be absorbed by a relatively few units.

CONVEYORS NOW TAILOR MADE

In the case of conveyors, for example, each job has to be tailor made. In last analysis, therefore, one is not buying so much brass or bronze and steel or stainless steel, but the brains of the manufacturer and his engineering staff. High though the price of some of the new equipment may appear, it is not an expense but an investment in labor saving and/or improved product or package.

The turn of the new year is a good time to take stock of one's production facilities and be fully prepared for 1939—whatever it may bring forth.



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This product is offered at $15.00 per lb. f.o.b. New York. Trial ounce—$1.10 per oz.

FLOWER OILS • PERFUME SPECIALTIES

[Continued from page 100]

Paracresol Phenyl-acetate	5.00@	8.50
Phenylacetaldehyde 50%	2.10@	4.00
100%	4.00@	7.25
Phenylacetic Acid	2.00@	3.75
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	2.50@	3.35
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.25@	12.00
Phenylethyl Propionate	7.00@	7.75
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	6.75@	11.00
Rhodinol	6.00@	10.00
Safrol	.52@	.58
Santalyl Acetate	22.00@	22.50
Skatol C. P. (oz.)	5.25@	8.50
Styralyl Acetate	8.50@	13.00
Styralyl Alcohol	15.00@	20.00
Terpinyl Acetate	.80@	1.25
Terpineol, C. P.	.26@	.36
Thymene	.45@	
Thymol	1.45@	1.60
Vanillin (clove oil)	2.20@	2.35
(guaiacol)	2.10@	2.25
Pure, crystal	2.10@	2.25
Vetivert Acetate	25.00@	35.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Surinam	1.15@	1.30
Angostura	2.40@	2.65
Vanilla Beans		
Mexican, whole	5.00@	5.25
Mexican, cut	4.75@	5.10
Bourbon, whole	4.95@	5.50
South American	4.50@	4.75

SUNDRIES AND DRUGS

Acetone	.04¾@	.06¼
Almond meal	.25@	.27
Ambergris, ounce	20.00@	22.00
Balsam, Copaiba	.25@	.28
Peru	.65@	.70
Tolu	.48@	.50
Beeswax, white	.38@	.41
yellow	.20@	.22
Bismuth sub-nitrate	1.33@	1.35
Borax, crystals, carlot, ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.10@	.12
Camphor	.52@	.52½
Castoreum	15.00@	20.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03½@	.06½
Cherry laurel water, djn.	4.75@	5.25
Citric Acid	.23@	.23½
Civet, ounce	5.50@	6.85
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Glycerin, C. P. drms.	.12½@	.15¼
Gum Arabic, white	.23@	.25
Amber	.09¾@	.11
Gum Benzoin, Siam	1.00@	1.25
Sumatra	.20@	.25
Gum galbanum	.90@	1.05
Gum myrrh	.45@	.50
Henna, powd.	.11@	.14
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.06¾@	.07½
Stearate	.19@	.25
Musk, ounce	19.50@	28.00
Olibanum, tears	.16@	.28
siftings	.07@	.09
Orange flower water, gal.	1.50@	
Orris root, powd.	.11@	.16
Paraffin	.03@	.04¾
Petrolatum, white	.06¼@	.08½
Quince seed	.70@	.90
Rice starch	.08@	.09½
Rose leaves, red	2.15@	2.25
Rose water, djn.	4.75@	5.00
Rosin, M. bbls.	5.75@	
Salicylic acid	.35@	.40
Saponin	1.70@	1.75
Soap, neutral white	.19@	.23
Sodium, Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Silicate, 40°, drums, works, 100 pounds	.80@	1.20
Spermaceti	.22@	.25
Styrax	.48@	2.00
Tartaric acid	.27¾@	.28¼
Titanium oxide	.17¾@	.20
Tragacanth, No. 1	2.50@	3.00
Triethanolamine	.34½@	.42
Violet flowers	1.05@	1.15
Zinc oxide, U. S. P. bbls.	.09½@	.15
Peroxide	1.10@	1.75
Stearate	.21@	.28

OILS AND FATS

Tallow, N. Y. C. extra	.05⅜@	
Grease white	.05½@	.05¾
Lard	.07¾@	.09½
Cocoanut Oil, tanks	.07¼@	
Corn oil, distilled, bbls.	.09¼@	.09¾
Red Oil, distilled, tanks	.06½ Nom'l.	
White drums	.10¼ Nom'l.	
Stearic acid		
Triple pressed	.12¾@	.13¾
Saponified	.13@	.14
Castor No. 1, tanks	.09@	
Cocoanut, Manila Grade, tanks	.03⅛@	
Corn, crude, Midwest mill, tanks	.06½@	.06⅝
Cotton, crude, Southeast, tanks	.06⅜@	
Lard, common No. 1, bbls.	.08¾@	
Palm, Niger, casks	.03⅝@	.03¾
Palm, kernel, bulk, ship	.0340 Nom'l.	
Peanut Refined, barrels	.10 @	.10¼
Tallow, acidless, barrels	.08½@	

Cosmetic Regulations Simplified

[*Continued from page 93*] contained in the package, or as units smaller than the largest unit, the statement may be made in accordance with custom.

The statement shall express the minimum quantity, or the average quantity, of the contents of the package. If it doesn't definitely state minimum quantity, it shall be assumed as average quantity.

No variations below the stated minimum quantity are permitted except those which unavoidably result from customary exposure or by unavoidable deviations in weighing, measuring or counting which occur in good packing practice. The average in the latter case must not be below the quantity stated. Unreasonable shortages in some packages cannot be compensated by overages in others in the same shipment.

When the statement does not express the minimum quantity, variations are permitted due to conditions which normally and unavoidably occur.

Small packages less than ¼ oz. avoirdupois; ⅛ fluid oz.; and 6 units (if the units can easily be counted without opening the package) are exempted.

PRIVATE BRAND EXEMPTIONS

A shipment of a cosmetic which is, in accordance with the practice of the trade, to be processed, labeled, or repacked in substantial quantity at an establishment other than that where originally processed or packed, shall be exempt, during the time of introduction into and movement in interstate commerce and the time of holding in such establishment, from compliance with the labeling requirements if: (1) the person who introduced the shipment into interstate commerce is the operator of the establishment where the cosmetic is to be processed, labeled, or repacked; or (2) in case such person is not an operator, the shipment or delivery is made to the establishment under a written agreement, signed by and containing the post-office addresses of such person and such operator, and containing the specifications for the processing, labeling or repacking, of the cosmetic in such establishment as will insure, if the specifications are followed, that such cosmetic will not be adulterated or misbranded upon completion of the processing, labeling, or repacking. Such person and such operator shall each keep a copy of the agreement until all of the shipment has been removed from the establishment, and shall make such copies available for inspection at any reasonable hour to any officer or employee of the Department who requests them. If this is not done the shipment is void.

An exemption of a shipment shall become void ab initio if the cosmetic comprising shipment, or part is found adulterated or misbranded.

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